

Editor & Publisher

® THE FOURTH ESTATE

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

opper wins
st Amendment
cision in Pa.
Page 11

ho editor
res scoop
diplomats
Page 12

tional sales
ust for auto
linage urged
Page 50

Newsprint savings, a zero defects program

U.I.C.C.
FEB 13 1980
LIBRARY



Richard Cooney, Operations Director
The Minneapolis Star/Minneapolis Tribune

All of us have heard it.
Most of us have probably said it.
"We're wasting too much newsprint!"

But, to positively control our newsprint consumption we need a zero defects program because present counting systems are unsatisfactory. In fact, they are downright unacceptable.

A zero defects program is a large challenge in itself. A multiple press operation creates problems that complicate the counting of bundles, let alone single newspapers.

We learned some time ago that we couldn't always depend on our counters, be they human, mechanical or electrical. Counters on the folders, in the conveyor stream, in the stacker and the tying machines plus the hand counting of waste, do not always add up to the same number at any given time.

We squeeze our production waste and the number of service copies we print as well as the press overruns. And of course "returns", those unsold dealer copies, are being reduced, sometimes at the cost of sales.

Our goal is to know, exactly, the total net pages that produce subscriber revenue as that figure relates to the total tons of newsprint that we consume.

Who has or can develop a system that can accurately count the number of papers produced and can categorize them as to revenue producing, service copies or production waste?

Who can eliminate that needless category of "unaccounted for" from our circulation reports?

6760200
SERIALS SECTION
UNIVERSITY OF ILLINOIS
CHICAGO CRC BOX 8198
CHICAGO IL

657
12/30/80
60680



Those San Diego people certainly put things in Perspective for the 80's.

Perspective '80 was a special financial section appearing in The San Diego Union and The Evening Tribune. It was read by more than 739,000 San Diego adults and drew more than 155,000 lines of advertising.

Both local and national advertisers participated, because Perspective '80 gave them an ideal editorial format for presentation of their goals and plans.

And, because they knew the right people would be reading it.

If you're doing business in Southern California, San Diego should be right on top of your media plans. And, keeping things in their proper

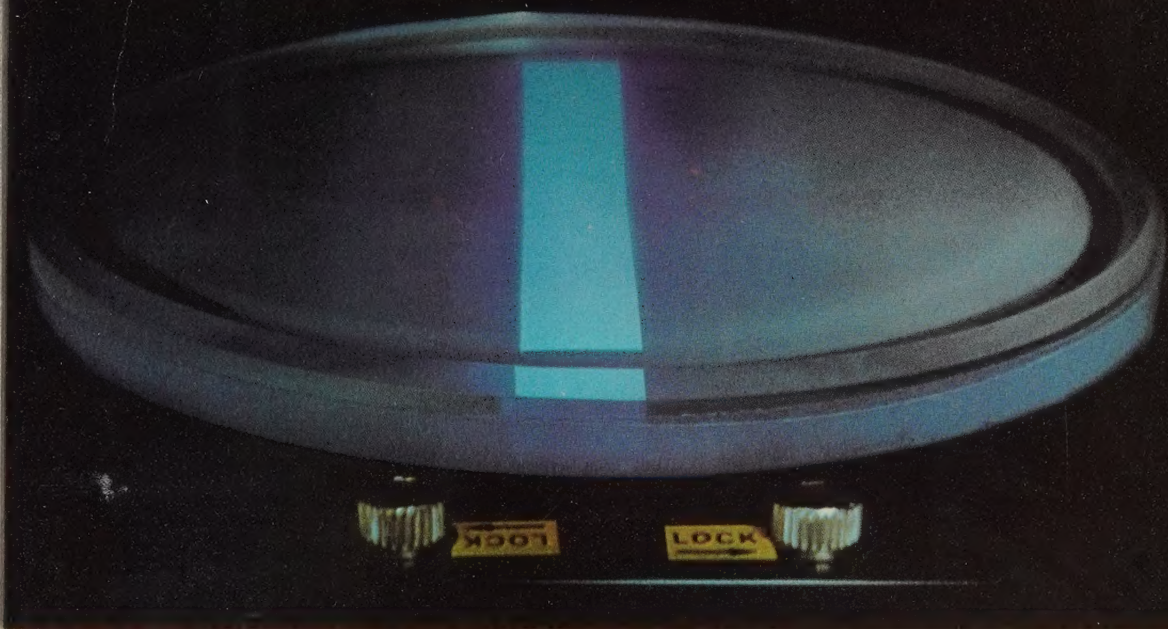
perspective, The San Diego Union and The Evening Tribune is the only medium that really covers San Diego.

If you'd like a copy of Perspective '80, write on your letterhead to Richard W. Tullar, Advertising Director, Union-Tribune Publishing Co., Box 191, San Diego, CA 92112.



The San Diego Union—The Evening Tribune

Represented nationally by Sawyer-Ferguson-Walker



NOW YOU CAN SET TYPE AT THE SPEED OF LIGHT

All phototypesetters use light to expose the characters. But your typical photomechanical typesetter can only be as fast—and as reliable—as its slowest moving parts.

In Autologic's APS-Micro 5, moving parts are replaced with electronic circuitry. Digitized characters are formed on a cathode ray tube ("CRT") within the typesetter (photo above), and beamed onto paper or film.


The result is unparalleled speed and reliability. The APS-Micro 5 sets 1250 lines per minute. That's twice as fast as any typesetter in its class, and ten times faster than a second generation machine. And you can forget about downtime. Modular circuitry and proven technology keep the APS-Micro 5 running with minimal operator attention or maintenance.

For the first time, the APS-Micro 5 puts Autologic technology within reach of firms that don't require the full capabilities of our APS-5, the industry's leading

digital CRT typesetter. Now, the high speed and reliability of digital typesetting is an accessible alternative. APS-Micro 5 rental plans are also available.

Autologic, Inc., 1050 Rancho Conejo Blvd., Newbury Park, CA 91320. (213) 889-7400. A subsidiary of Volt Information Sciences, Inc.



APS-MICRO 5
DIGITAL CRT TYPESETTER
BY AUTOLOGIC 

Announcing: Landon Seminars

(for newspaper people)
(by newspaper people)

Newspapers are facing a period of rapid change. New strategies, new technology, new competition for advertising dollars are coming at us from all sides. What should you as a newspaper executive do about them? What do you need to know? How can you cut through the conflicting claims to get at the facts you need to make the necessary decisions?

One answer is: Landon Seminars. Landon Seminars are designed to meet the specific needs of newspaper management by providing the information you need on the subjects you need to know about.

For example, the first Landon Seminar covers **Alternate Delivery from the newspaper's point of view.** Is Alternate Delivery a threat -- or a profit opportunity? The two-day no-frills format is packed with authoritative information from top people in every area of this fast-growing field to help you decide what moves are best for your paper. It will be held **Feb. 26-27 in Chicago, March 4-5 in New York, and April 1-2 in Los Angeles.**

In charge of Landon Seminars is Robert Leyburn, who returned to the newspaper business as Executive V.P. of Landon Associates after a successful career as a maga-



Robert L. Leyburn
Executive V.P.



Richard Hare
Consultant

zine publisher with McGraw-Hill. His McGraw-Hill experience included organizing and managing dozens of industrywide seminars. Working with him is Richard Hare, who as an adver-

tising and marketing executive and consultant has worked with more than 150 newspapers.

If you would like more information on our Alternate Delivery Seminar, or wish to receive notices of future Landon Seminars, call or write Owen Landon, President, or Bob Leyburn at Landon Associates, Inc., 750 Third Avenue, New York City, 10017, (212) 867-1112.

EDITOR & PUBLISHER CALENDAR OF EVENTS

February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2						1			1	2	3	4	5	
3	4	5	6	7	8	9	2	3	4	5	6	7	8	6	7	8	9	10	11	12
10	11	12	13	14	15	16	9	10	11	12	13	14	15	13	14	15	16	17	18	19
17	18	19	20	21	22	23	16	17	18	19	20	21	22	20	21	22	23	24	25	26
24	25	26	27	28	29		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

FEBRUARY

- 13-15—Ohio Newspaper Association, Sheraton-Columbus Hotel, Columbus, Ohio.
- 14-15—Inland Cost Clinic, Hyatt Regency O'Hare, Chicago.
- 14-16—Oklahoma Press Association mid-winter convention, Lincoln Plaza Hotel, Oklahoma City.
- 14-17—Annual California Newspaper Publishers Association Convention, Hotel del Coronado, Coronado, Calif.
- 17-20—Newspaper Advertising Co-operative Network seminar, Sheraton Sand Key Hotel, Clearwater Beach, Fla.
- 20-22—International Circulation Managers Association/American Newspaper Publishers Association legal symposium, Fairmont Hotel, Dallas, Texas.
- 22-24—Mississippi Valley Classified Managers and National Telephone Supervisors, Hyatt Regency Hotel, Chicago.
- 25-26—New England Newspaper Advertising Executives Association, Copley Plaza Hotel, Boston, Mass.
- 25-29—ANPA Key Executive Seminar, Royal Orleans Hotel, New Orleans, La.
- 26-27—Landon Seminars, "The Newspaper and Alternate Delivery", O'Hare Hilton, Chicago, Ill.
- 28-March 2—Maryland-Delaware-DC Press Association, Ramada Inn, Baltimore, Md.

MARCH

- 2-4—Texas Daily Newspaper Association, la Posada Hotel, Laredo, Texas.
- 2-5—Inland Daily Press Association, Hyatt Regency, Phoenix, Ariz.
- 4-5—Landon Seminars, "The Newspaper and Alternate Delivery", Sheraton LaGuardia, New York.
- 6-9—New York Press Association, mid-winter convention, Americana Inn, Albany, N.Y.
- 9-11—New York State Publishers Association, Rye Town Hilton Inn, Rye, N.Y.
- 10-14—ANPA/RI Management Introduction to New Technology, ANPA Research Institute, Easton, Pa.
- 13-15—New England Association Circulation Executives, Boston Marriott, Newton, Mass.
- 14-15—Mid-West Circulation Managers Association, Plaza Cosmopolitan, Denver, Colo.
- 16-18—First Amendment Congress, Williamsburg, Va.
- 16-19—ANPA Conference for Young Newspaper Men and Women, Don CeSar Beach Resort Hotel, St. Petersburg, Fla.
- 16-19—ANPA Labor Negotiators Seminar, Houstonian Inn, Houston, Tex.
- 17-19—Advertising Research Foundation annual conference, New York Hilton Hotel.
- 18-21—Inter American Press Association, board of directors, Hotel Carriari, San Jose, Costa Rica.
- 19-22—National Newspaper Association, government affairs conference, and Suburban Newspaper Newspapers of America Editorial Conference, Hyatt Regency, Washington, D.C.
- 23-25—Central States Circulation Managers Association, Galt House, Louisville, Ky.
- 26-28—America's East Newspaper Production Conference, Hershey Convention Center, Hershey, Pa.
- 25-28—ANPA Foundation Conference for Newspaper in Education Program Development, Sir Francis Drake, San Francisco, Calif.
- 30-Apr. 5—ANPA/INPA Newspaper Executives Marketing Seminar, Scottsdale Conference Center, Scottsdale, Ariz.

APRIL

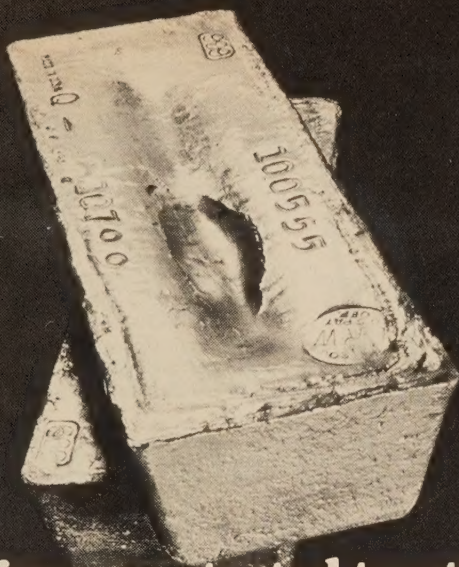
- 1-2—Landon Seminars, "The Newspaper and Alternate Delivery", Hyatt House, Los Angeles, Calif.
- 7-10—American Society of Newspaper Editors, Washington Hilton.
- 11—Maine Press Association spring conference, Orono, Maine.
- 10-12—New Jersey Publisher Association Advertising Conference, Tamiment, Pa.
- 16-17—Canadian Daily Newspaper Publishers Association, Royal York Hotel, Toronto.
- 21-23—American Newspaper Publishers Association convention, Sheraton Waikiki (convention headquarters), Honolulu, Hawaii.

Vol. 113, No. 6, February 9, 1980; Editor & Publisher, The Fourth Estate (ISSN: 0013-094X) is published every Saturday by Editor & Publisher Co. Editorial and business offices at 575 Lexington Ave., New York, N.Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, N.Y. and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and Registered and contents copyrighted © 1979 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$25.00 in United States and possessions, and in Canada. All other \$40.00.

Postmaster: If undelivered, please send form 3579 to Editor & Publisher Co., 575 Lexington Ave., New York, N.Y. 10022.

LANDON SEMINARS

a division of LANDON ASSOCIATES, INC.
A Newspaper Marketing Company



It's time you started treating silver like it was worth money.

Silver.

It's worth money no matter where you find it. Check its price on today's market. Chemco can help you recover this valuable metal from your fixer bath and your scrap film and paper ...and pay you for it.

Even if your workload seems small, the cost of silver adds up.

Stop pouring money down the drain. Talk with the silver recovery experts at Chemco.

**The Chemco
Silver Recovery
Program.
It puts money
in your bank.**



Chemco
photoproducts co.

ED 20

Division of Powers Chemco, Inc.
Charles Street, Glen Cove, N.Y. 11542
Telephone (516) 676-4000

- ☐ Send complete information on the
Chemco Silver Recovery Program
- ☐ Have my Chemcoman call me immediately

Name _____

Title _____

Company _____

Address _____

City _____

State _____

Zip _____

See us at Print '80, Booth G2932



Announcing the 1979 Editor & Publisher NEWSPAPER PROMOTION AWARDS COMPETITION

For the 45th year, Editor & Publisher, in cooperation with the International Newspaper Promotion Association is presenting awards for the best newspaper promotion, research, public relations and related activities. The awards will be presented in 13 classifications and five circulation groups. The deadline for entries is March 28, 1980, with judging held in New York.

For rules and entry blanks, write:

E&P Promotion Contest, c/o Editor & Publisher,
575 Lexington Ave., New York, N.Y. 10022

The search for justice

By James W. Carty, Jr.

Four days a week I stand in front of a desk while teaching a course on Mass Communications Laws.

Two nights a month I sit behind a desk while serving as a Municipal Court Judge.

Grass roots level participation in the legal process enables me to see clearly that each defendant is a warm human being with individual concerns, problems and anxieties.

Other aspects of my varied academic and vocational background have combined to complete more fully the picture of the American dream of the continuing Search for Justice.

My undergraduate and graduate courses at Culver-Stockton College and the Universities of Chicago, Northwestern and Oklahoma provided a strong sense of the validity, vitality and value system of the American perspective on law.

Coverage of the police and court beats on the *Nashville Tennessean*, the *Daily Oklahoman*, and the *Quincy (Ill.) Herald-Whig*, provided first hand knowledge of:

1) the hard work of police in combatting crime and their frustration at seeing court cases dismissed on some technical triviality.

2) the striving of jurists to be fair in balancing individual with social rights and in arriving at indeterminate sentences which fit the rehabilitative needs of each offender.

My teaching of college courses and counseling of inmates for 10 years at the State Maximum Security Prison of West Virginia at Moundsville produced the perception that each prisoner is an individual and not an impersonal number.

Unfortunately, I fear too many persons in the American judicial system—the press, police, attorneys, judges—do not understand problems of social offenders because they have not related to them first hand in the penal environment.

Teaching of the course on Mass Communications Laws has convinced me that too many students of all academic disciplines—especially of journalism and pre-law—do not have a basic commitment to the people's right to know.

The test of any journalist is willingness to go to prison and/or be fined in defending the cause of freedom, and those who lack this courage should forego communication careers.

My faith in the fairness of the U.S. judicial system is reconfirmed by overview of the processes of all the law enforcement agencies—municipal to federal—and all courts.

Experience as a judge in a grass roots court—required by state law to keep records but which is not a court of record with a stenographic recording of total proceedings—undergirds my belief in America as a nation of laws. All persons should observe them.

The First Amendment of the U.S. Constitution guarantees freedom of the mass media—and that cherished document means what it affirms—the absolute right to complete unrestricted freedom with no limitations imposed by anyone anywhere.

Therefore, reporters and photographers, in their dual role as representatives of the press and the people, have an unrestricted Constitution-given freedom to gather and report and to criticize.

Writers and photographers should insist on their rights to attend every hearing and trial at every level.

The camera—still or tv—does not interfere with the orderly administration of justice. Only the photograph, in contrast to the interpretative perspective of the artist, can complement the written word to provide complete transmittal of proceedings to the public through the media.

Journalists must be free and trusted to use their own
(Continued on page 22)

(James W. Carty, Jr. is professor of communication at Bethany College and Municipal Court Judge for Bethany, W. Va.)

Today, before you buy a digital phototypesetter, take a good look at Linotron 202. Our 202 is available **today**. Over 1,000 machines in the field demonstrate proven performance with program support that's here **today**. We also offer the world's largest digital font library available **today**. Why wait? Contact us **today** and find out how little it **now** costs to own one. You could be getting a return on your investment **today**.



today's

**Linotron 202
phototypesetter
from
Mergenthaler
Linotype**

201 Old Country Road, Melville, N.Y. 11747 (516) 673-4197

Yes, I'd like to know more about Linotron 202 **today**.

☐ Send literature. ☐ Please have salesman call. ☐ Please arrange for demonstration.

Name _____ Street _____

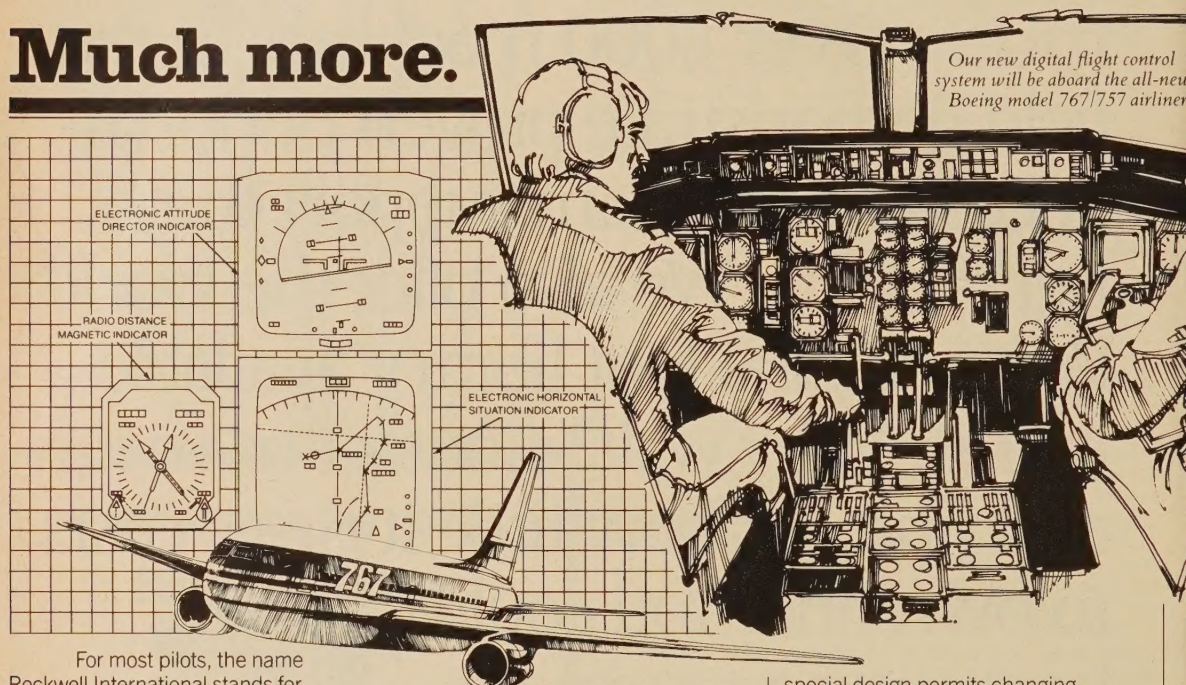
Title _____ City _____

Company _____ State _____ Zip _____

Telephone (_____) _____ 1197-B

Rockwell International is more than a builder of avionics for most of America's airliners.

Much more.



For most pilots, the name Rockwell International stands for aviation electronics. Understandably so: Our Collins avionics systems are not only on board nearly every U.S.-built airliner, but on many general aviation and military aircraft as well. And our Collins Air Transport Division has a contract — scheduled to extend into the next century — to build avionics for all Boeing model 767/757 airliners. But avionics is only one of our strengths.

Rockwell International is a major multi-industry company applying advanced technology to a wide range of products — in automotive, aerospace, electronics and general industries. Following are some examples of our balanced diversification.

Electronics.

(Sales, fiscal 1979: \$1.5 billion.)

Our position as one of the world's leading suppliers of avionics — communications, navigation and flight control equipment — reflects only one of our electronic businesses.

We also make microelectronic

systems and devices, broadcast equipment, and missile guidance and control systems. And we manufacture and install telecommunications systems, including both digital and analog microwave systems, for businesses and governments worldwide.

Automotive.

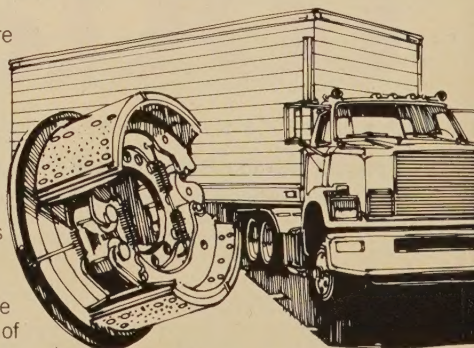
(Sales, fiscal 1979: \$1.8 billion.)

One-half of the highway tandem tractors in North America are equipped with Rockwell axles — and more than half of the heavy-duty trucks stop with Rockwell brakes. We're also a major supplier of drivelines, steel and styled aluminum wheels, mechanical devices, castings, stainless steel wheel covers and other components for trucks, trailers, buses, vans and passenger cars.

Our Cam-Master® "Q"™ is the latest in the most widely used series of heavy-duty air brakes in the trucking industry. The "Q" is known as "the no-sweat, no-tools brake," because its

special design permits changing brake shoes without tools, in less than two minutes.

Rockwell's extensive product line of mechanical, hydraulic, cam and wedge brakes is the result of over a half-century of design, engineering and manufacturing experience. Our most popular brake designs have been proved on and off the highway in literally billions of miles on the job.



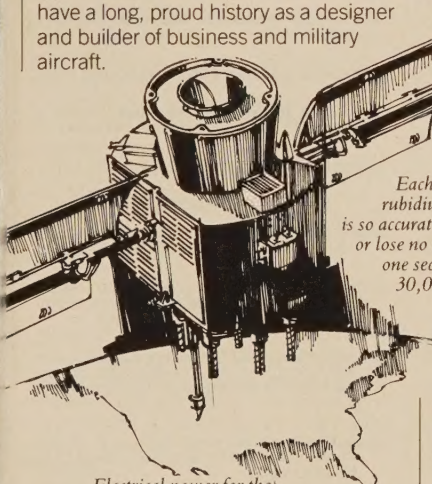
The brake shoes in this Cam-Master "Q" brake can be changed in less than two minutes — without using tools.

Also aboard is our new Electronic Flight Instrument System which displays attitude and navigation data.

Aerospace.

(Sales, fiscal 1979: \$1.6 billion.)

We're prime contractor to NASA for its Space Shuttle orbiters and their main engines, and for integrating the entire Space Shuttle system including selected payloads. We build rocket engines for many other applications, too, and several types of Earth-orbiting satellites. We also have a long, proud history as a designer and builder of business and military aircraft.



Each Navstar's rubidium clock is so accurate, it will gain or lose no more than one second in 30,000 years.

Electrical power for the Navstar Global Positioning System satellites is provided by solar arrays which swivel to track and capture the sun's light.

Our current satellite projects include a new \$86.1 million contract for "the brightest star in navigation history" — Navstar — designed and built by Rockwell for the U.S. Defense Department's Global Positioning System (GPS). When fully operational in the mid-1980s, GPS will utilize 24 Navstar satellites orbiting 11,000 miles above the Earth. Beaming a continuous stream of signals, the system will enable land, sea, air and space navigators to determine their positions to within 30 feet, their speed to within a fraction of a mile per hour — and the correct time to within a millionth of a second.

General Industries.

(Sales, fiscal 1979: \$1.2 billion.)

Rockwell is one of the world's largest suppliers of high-technology valves for the energy market and for general industry. We also make printing presses, textile equipment, power tools, industrial sewing machines, and products for utilities, including over one-fourth of all the meters purchased by America's municipal water departments.

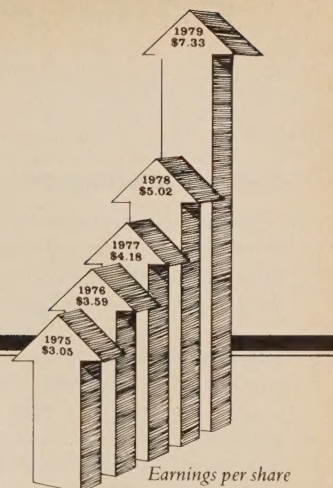
Our extensive technology is also applied to the world's growing need for alternate sources of energy. We're involved in projects for nuclear energy, coal gasification, flue gas desulfurization, and solar, wind and geothermal power.

We also manufacture gas meters for industrial applications. And our new MPG Gas Flow Computer, an application of our microelectronics technology, can be connected directly to our meters to provide extensive, highly accurate flow data at the push of a button.

Rockwell's new digital gas flow computer.

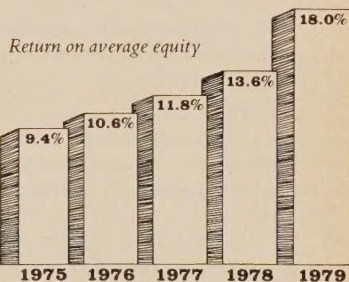


Thousands of computations are performed in seconds — continuously calculated to ten places.



Earnings up in '79 4th consecutive year.

Rockwell International's total sales for fiscal 1979 were \$6.2 billion, up 16 percent over \$5.3 billion in the prior year. Net income totaled \$261.1 million, or \$7.33 per share, an increase of 48 percent over 1978 net income of \$176.6 million, or \$5.02 per share. Return on average equity has increased to 18 percent, which is a substantial improvement over



the previous year and nearly twice that of 1975. This should place the company among the top one-third of the 100 largest companies in the 1979 FORTUNE 500 Directory.

For more of the Rockwell story, or if you're interested in an Engineering career with us, please write: Rockwell International, Dept. 815EP-24, 600 Grant Street, Pittsburgh, PA 15219.



**Rockwell
International**

...where science gets down to business

**Automotive / Aerospace
Electronics / General Industries**

Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown, President and Editor
Ferdinand C. Teubner, Publisher

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member
Audit Bureau
of Circulations
Member American
Newspaper
Publishers Association



6 mo. average net paid June 30, 1979—25,375

Bureaucratic power

The decision of the Federal Communications Commission (four to three) saying that RKO General is not "qualified" to hold broadcast licenses for its television stations in Boston, New York and Los Angeles is a prime example of the abuse of raw bureaucratic power. It threatens the renewal of 13 other broadcast licenses held by that company when they come up for renewal.

It is an arbitrary fine of approximately \$400 million (the estimated value of those properties) for alleged misconduct supposedly settled with government agencies years ago. It was not based on any audience complaint of service. It ignored the interests of 45,000 innocent stockholders. It will make instant millionaires of the challengers who went to work 11 years ago to obtain one of those licenses and stuck with it.

It is not over yet. It was a bureaucratic decision, pure and simple, and will be fought for years in the courts. This broadcaster has had 25 years of experience serving the public. There has been no complaint that the public has been served badly. The decision was an arbitrary bureaucratic one and under that procedure no broadcast license is safe.

Prior restraint denied

It is refreshing to find a county judge anywhere who will reject an effort by a local establishment (government or business) to restrict the press. That is the judicial level that seems to have the least understanding and appreciation of the First Amendment and its guarantees.

In a rare, if not unprecedented action by private industry, the Metropolitan Edison Company, operator of the Three Mile Island nuclear power plant, asked the court to prohibit publication in a weekly newspaper of news stories concerning the security system at the plant. They had been written by a reporter who had gotten a job as a security guard at the facility which has been closed down since last March.

Judge John C. Dowling of Dauphin County Court turned down the utility's request and said "the press has to be left free to publish the news whatever the source without censorship, injunction or prior restraint."

He ought to get a medal.

Ms, Miss or Mrs.

The staid old *London Times* has shaken the journalistic world by announcing it henceforth will not use the title "Ms." unless a woman specifically requests it. It was greeted with horror by women's leaders in this country.

The Times might have striven for sexual equality by going the other way and adding the use of "Esquire" and "Master" to the "Mr." appellation just to give them an even break with "Ms.", "Miss", and "Mrs."

The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: John P. Consoli, Bill Gloede, Andrew Radolf, Lenora Williamson, Earl W. Wilken

Midwest Editor: Celeste Huenergard

Washington Correspondent: I. William Hill

West Coast Correspondent: M.L. Stein

Promotion Manager: George Wilt

Advertising Manager: Donald L. Parvin

Sales Representatives: Steven Ahmuty, Richard J. Flynn, Norman Messer, Robert J. Mathes, Durland Stewart

Advertising Production Manager: Louise A. Villani

Circulation Fulfillment Manager: Donna Walck

Classified Advertising Manager: Donna P. Bates

Librarian: Adelaide Santonastaso

OFFICES

General: 575 Lexington Ave., New York, N.Y. 10022. Phone 212-752-7050. TELEX 12 5102.

Chicago: 111 East Wacker Drive 60601. Phone 312-565-0123. Celeste Huenergard, Editor, Norman Messer, Ad Representative.

Los Angeles: 3450 Wilshire Boulevard Suite 407, 90010. Phone 213-382-6346. William Marshall—Scott, Marshall, Sands & McGinley.

Long Beach, Calif: 5050 Garford St. 90815. Phone 213-597-2931. M.L. Stein, West Coast Correspondent.

San Francisco: 433 California St., Suite 505, 94104. Phone 415-421-7950. Peter Scott, Richard Sands—Scott, Marshall, Sands & McGinley.

Washington: 1295 National Press Building, Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

INDEX TO THIS ISSUE

Ad scene	59
Calendar	2
Equipment	39
Newspapers in the news	36
Syndicates	58
Shop Talk at Thirty	68

Microfilmed copies of Editor & Publisher are available from: University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106; London: 18 Bedford Row, London, WC1R 4EJ, England.

Letters

REMOTE PLACES

I appreciated your editorial on Afghanistanism. The *Kansas City Star* and *Denver Post* called me to twit me about my inappropriate example of an utterly unimportant place.

When I was composing that speech more than three decades ago I first thought of "Baluchistanism." But I x-ed it out on the theory that most editors had probably never heard of Baluchistan, while Afghanistan would at least ring a faint bell.

The irony is that with all the trouble the Ayatollah is having with the turbulent Baluchis they, too, might trigger the disintegration of Iran which would invite a Russian move-in.

Is there no truly remote real estate left on earth? Well, there's Alex Heiberg Island, which I once looked down on from a DC-6 and which is about the sorriest piece of icebound nothing it is possible to imagine. So unimportant was it considered that Danish explorers named it after a distiller who never came within 2,000 miles of it but who had kicked in a few thousand kroner to their travel expenses.

But recently I read where Alex Heiberg is now supposed to contain vast gas reserves and could become a center of strategic energy.

The damned Earth has shrunk to the size of an orange, and I am dismayed.

JENKIN LLOYD JONES

(Jones is editor and publisher, *Tulsa Tribune*.)

NOT MY BAG

Recently I was a speaker at the Great Lakes Newspaper Production Conference in Detroit, Michigan. My presentation involved electronic newspaper systems and the methods used by our company in training personnel to use these systems.

Following the presentation I was interviewed by a reporter from *EDITOR & PUBLISHER*. During the interview she questioned me as to the total combined circulation of the newspapers in our company. I didn't know the answer and she was very surprised at my lack of knowledge.

I think it's time we put the circulation question in perspective. Circulation is a tool used by the sales staff to sell advertising at a national level. It is also used by the mail room, the press room and the circulation department. It has nothing at all to do with the systems that precede the press room. It is our function to produce only one newspaper; after that we can mass produce copies of that one newspaper as many times as necessary.

The concern of "Front End" systems is the number of column inches that must be processed during a days production

and the amount of data base storage that must be provided for that production. Anyone that is buying Front End systems based on circulation may be in for a shock.

I'm sure everyone understands this but it's time we said it out loud so the uninitiated won't get caught up in the circulation numbers game.

For the information of the reporter, our total combined circulation is 500,000; but we must process 110,000 column inches per day.

DAVID A. HARD

(Hard is systems analyst, software support group, Booth Newspapers Inc.)

SKY-GAZING

I read with interest the results of the Gallup survey on public attitudes toward the press, as reported (Jan. 19, E&P) by George Gallup Jr. The First Amendment Congress, in your reports (Jan. 26, E&P), offered a rainbow of advice and directions, somewhat as sky-gazing as Mr. Gallup in commenting on his own study.

His survey found that most of the public feels "newspapers sometimes publish information that is not in the best interests of the nation and should be kept confidential, distort and exaggerate the news in the interest of making headlines and selling newspapers, and rush into print without first making sure all the facts are correct."

Regarding newspaper accuracy, he reported that "the proportion of Americans who say their newspapers were accurate in their treatment has dropped a full 23 points since 1958 . . ."

To deal with these findings, Mr. Gallup suggested (and the First Amendment Congress often echoed or embellished in the same vein) these manners of approaches:

"1. Making greater efforts to give journalists and others in the media a renewed sense of the need of professional standards.

"2. Raising the level of consciousness of the American public regarding their basic freedoms." Each of these thoughts

were treated even more generously at the conclusion of the Gallup story.

Instead, with respect, I suggest to the press:

1. Write and edit with honesty, responsibility and perspective—as firm disciplines. Write "tight". Value names, everyday names, as people.

2. Most simple of all, for God's sake, be accurate!

Credibility and then respect will return. Public support for press freedoms and conscientious journalism education will follow, as they all should in their order, as the tail does the dog.

Perhaps even wagging.

ROBERT E. VANWAGONER

5 East 51st St.

N.Y., N.Y.

ERROR

What did you do to Roy Copperud? (Jan. 26 issue, page 4). Somebody either dropped an "in" or inserted an "of" because Roy would never say "despite of them."

He'd say "in despite of them" or just "despite them," but never the bastard hybrid.

Also, who are these "Brethern" you kept talking about in your item on the Woodward-Armstrong book? Are they any relation to "The Brethren"?

FRANK MARTINEAU

(Martineau is editor and publisher Association Trends, Washington, D.C.)


ANNOYED

I was annoyed to read the short report on the promotion of Mary Jo Meisner to city editor of the Philadelphia Daily News (Jan. 5). I learn more about her husband and father-in-law than I do about her.

I was glad to see that none of the other women listed on the same page had to be embarrassed by the listing of someone else's accomplishments under their names. I suggest that you edit the contributions sent to E&P more closely, both to be fairer and more informative.

ELEANOR SHAW

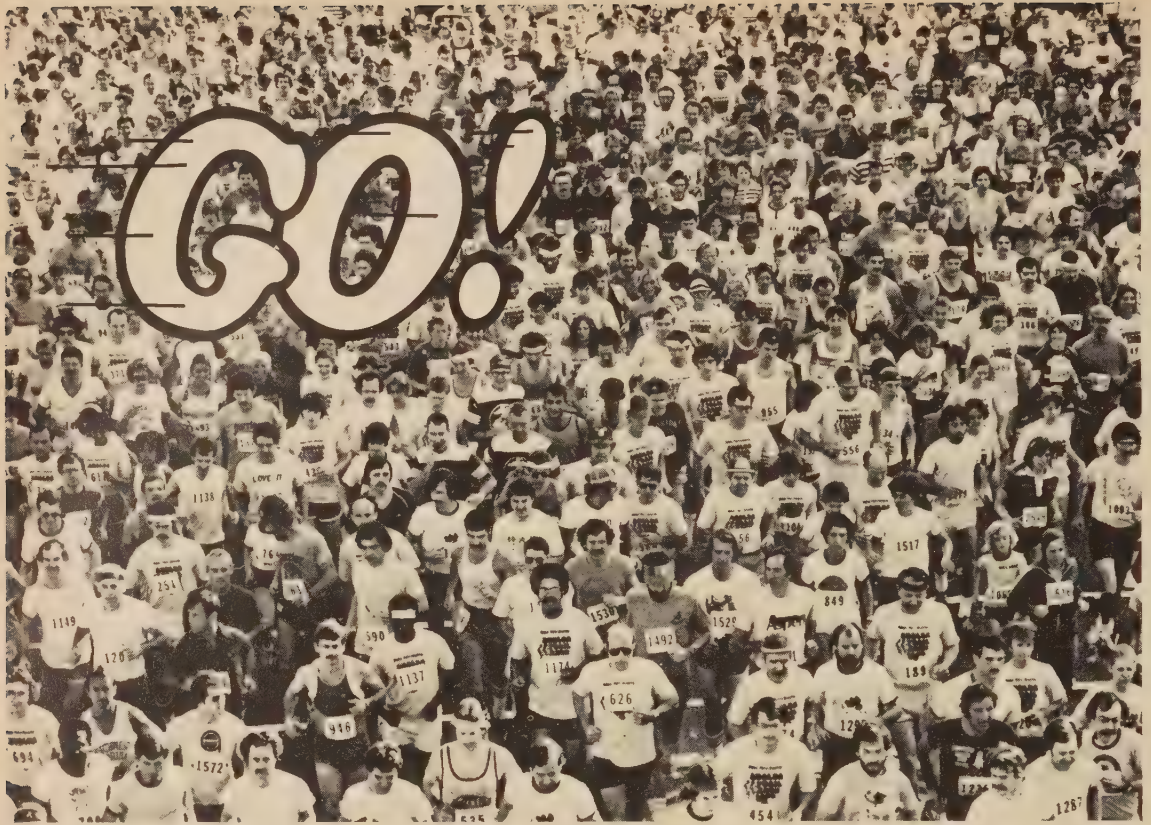
(Shaw is editor, HEW desk, *Wilmington (Del.) News-Journal*.)



PERFORMANCE

Movies, TV, theater, dance, music . . . the performing arts come to life in newsprint through journalists who write with insight and style.

Los Angeles Times
Washington Post
New Service • 202/334-6173
1150 15th Street, N.W., Washington, D.C. 20071



Nearly 2,000 runners take off in the annual Mobile Press Register-Azalea Trail 6-kilometer run in downtown Mobile, Alabama.

MOBILE'S ECONOMY is on the go, too!

Bank debits, sales tax revenue, employment—all economic signs point upward in Mobile. A mild climate, an abundance of water, rail and highway transportation are constantly attracting important new industries to the area. Mobile isn't only on the move... it's on the GO!

Two years ago, the Mobile Press Register assumed sponsorship of a 6-kilometer run open to the public.

The first year the run attracted 1,000 runners; last year more than 2,500 people of all ages participated in the 6K run and the 2-mile "run for fun" that followed the main event. Next year—who knows? Five thousand runners? We hope so.

The Mobile Press Register teams up with the Mobile Azalea Trail floral festival and the Mobile Track and Field Association to bring this event to Mobile, which attracts thousands of spectators in addition to the runners.

MOBILE PRESS REGISTER

Represented by Newhouse Newspapers

Judge rejects prior restraint on shopper

By John Consoli

"It is our intention to force them to clean up such shabby security operations by printing a story on how shabby they actually are," editor Richard Halverson of *The Guide* told EDITOR & PUBLISHER shortly before a Dauphin County (Pa.) Judge was scheduled to rule on a prior restraint order sought by the operators of the Three Mile Island nuclear plant.

Later that day, Judge John C. Dowling refused to issue the prior restraint order, thus giving Halverson's shopper the go ahead to publish a news story and pictorial package about the lax security system at the nuclear power plant near Harrisburg, Pa.

"There has been a lot of denegration of local shoppers for not printing news," Halverson said. "I hope these articles show that shoppers do news stories and I hope the Pennsylvania Society of Newspaper Editors will reconsider its outdated ban on permitting editors of free newspapers to join," an elated Halverson added.

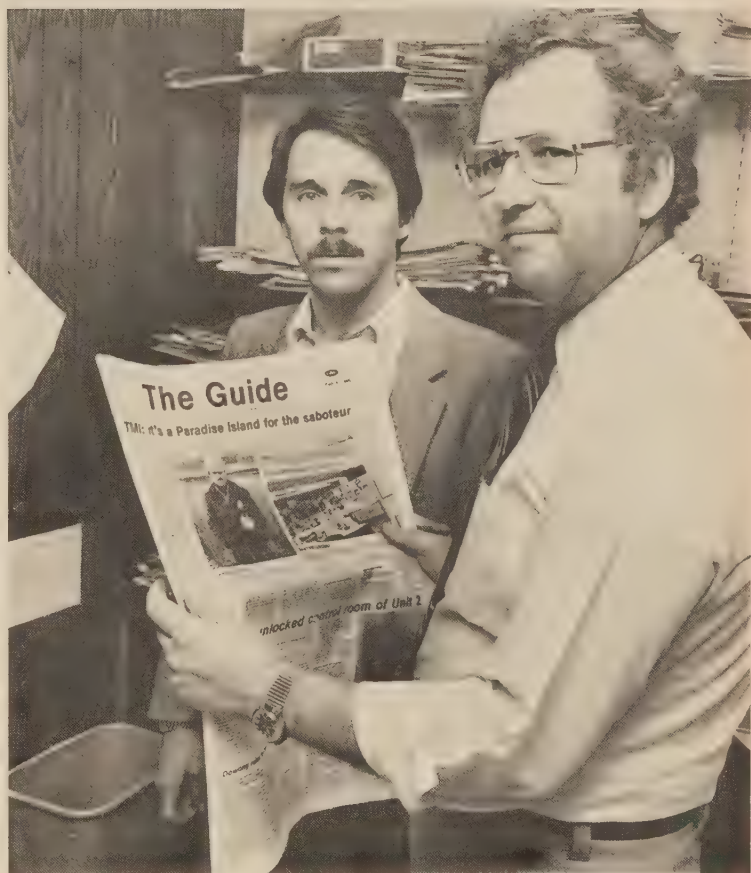
Halverson, *The Guide*, a 117,000 free circulation newspaper distributed around Harrisburg, and the paper's lone reporter—26-year-old Robert Kapler—were thrust into the national spotlight this week when Metropolitan Edison, the company that operates the Three Mile Island nuclear plant, went to court claiming publication of the articles would violate plant security and do "irreparable damage" to national security.

Kapler, who joined the *Guide* last November after graduating from Temple University's School of Journalism, was assigned by Halverson to pose as a security guard to gain entrance to the nuclear power plant and to report on the effectiveness of the plant's security system.

He spent one month working at the plant undercover. His investigation showed that Unit 2, the disabled reactor involved in the near meltdown last spring, is extremely vulnerable to sabotage.

In his four weeks at the power plant, Kapler found Unit 2 has no metal detectors, no explosive detectors and a lack of locks on doors leading to key security areas. The control room or "nerve center" for Unit 2 was not even locked, Kapler discovered.

Kapler also found that there is a faulty screening process for security employees, uncontrolled access between vital areas



FREE PRESS PREVAILS—Richard Halverson (right), editor of *The Guide* and reporter Robert Kapler look over the front page of this week's edition which contains Kapler's articles on his experiences as an undercover security guard at the Three Mile Island nuclear plant. The articles detailed the lax security system that exists at the plant. The articles and accompanying photos were published after a Pennsylvania judge refused to grant a prior restraint order barring publication. It was Kapler's first major assignment as a reporter. Photo by Fred Prowser.

in Unit 2, inadequate badge accountability, and public address and communication problems within Unit 2.

"The *Guide* is just a little hole in the wall operation," Halverson said. "We have only one fulltime reporter and one editorial assistant in addition to myself."

In praise of Kapler, Halverson said, "For a beginning reporter, he pulled off a big one. He should get full credit. Once behind the barbed wire fence, he was on his own."

The national media has jumped on the story of this weekly shopper that took on such a monumental assignment.

Kapler was scheduled to be inter-

viewed on ABC-network's Good Morning America and the network news programs carried the story. Halverson also said he was contacted by someone from Los Angeles claiming to be interested in purchasing movie rights.

What prompted Halverson to give Kapler this assignment?

"I ran across a couple of ex-guards from Three Mile Island who told me about some funny goings on at Three Mile Island, including some wild sexual shennanigans," Halverson said.

"The sexual allegations were all unsubstantiated and were never found to be

(Continued on page 47)

Media knew of 'ABSCAM' but sat on it for months

By Bill Gloede

The three news organizations credited with breaking the FBI "ABSCAM" investigation story were in a dead heat in the race to be first out with the story, according to news executives.

Long Island Newsday had been sitting on the story for an unspecified period of time at the request of law enforcement officials who feared publicity prior to Feb. 2 would irreparably damage the investigation, according to assistant managing editor Bob Greene.

NBC knew of the investigation some two months before the story broke, but the network lacked names, and was forced to follow FBI agents on Feb. 2 to confirm the names of suspected targets of the probe, according to reporter Brian Ross.

The *New York Times*, according to competing news organizations, had a possession of documents and planned to print the story on Sunday, Feb. 3. Times officials were not available for comment.

The American public's first glimpse of the FBI probe into alleged Congressional corruption came via NBC Nightly News on February 2. Reporter Brian Ross reported on the basics of the investigation during a 1 minute, 15 second segment of the program. He reappeared later, on the network's Prime Time Saturday show, with a seven plus minute examination of the FBI investigation.

According to Ross, the network, which had been tipped off to some of the names of the major targets of the investigation, confirmed those names and obtained others on Feb. 2, when some 70 FBI agents conducted 50 interviews with principals in the investigation. Ross, and NBC's news management, had anticipated the interview blitz and had known as early as the previous Monday that the story could possibly be ready for broadcast Saturday night. Ross said he also "became aware" that the Times planned to run a front page story on Sunday.

Newsday reporter Anthony Marro also knew of the investigation for some time before stories were published, according to Greene. He explained once the paper had what it considered a story, Marro began calling law enforcement officials for comment. Those officials asked *Newsday* to withhold publication of the story until the interviews of Feb. 2 were completed, claiming that publication prior to that would jeopardize the entire investigation. *Newsday* agreed to sit on the story.

Besides Leslie Maitland of the *New York Times*, who was also unavailable for comment Wednesday, there was another reporter intimately involved in

the "ABSCAM" story, although he didn't know it.

Washington Post staff writer Lee Lescaze had unknowingly rented his Washington D.C. home to the FBI. It was used extensively during the FBI's "sting" operation.

In a copywired article in the *Washington Post* Feb. 4, Lescaze wrote, "On September 19, 1978, I became a landlord for the FBI. I didn't know it at the time."

He continued, "FBI agents, using the apparently nonexistent Olympic Construction Corp. as a cover, rented my house at 4407 W. St. NW for their 'sting' operation ABSCAM. The FBI is a good tenant. It pays the rent on time. It also likes to make improvements."

The FBI made \$25,000 worth of improvements to Lescaze's house, improvements which included a sophisticated burglar alarm system, the installation of recessed lighting and wood paneling in the basement (supposedly used to obscure electronic surveillance equipment—the basement is reportedly the scene of many of the "stinging" videotapes of public officials), and a roomful of video and sound recording equipment.

Lescaze's neighbors, some of them reporters themselves, noticed the suspicious goings on at the residence, but failed to discover the investigation. Lescaze, who on long-term-assignment in New York, wrote that Margaret Osmer, a neighbor who was then a correspondent for ABC News, had guessed that the tenants were either the FBI or the Mafia. Lescaze, suspicious but happy to get a rent check every month, thought it might have been the CIA.

He wrote, "Now I ask myself what would I have done if I had known? Would I have written a story that would have revealed ABSCAM or would I have continued as a witting scamlord?"

Since the stories broke last week, questions have surfaced concerning the effects of the publicity on both the careers of the public officials targeted in the investigation and their chances at obtaining fair trials, should grand jury investigations and indictments ensue.

The American Civil Liberties union is leading the parade of press pundits who are now asking those questions.

"I am outraged that this was leaked to the press before anyone was indicted," said Dorothy Samuels, executive director of the New York Civil Liberties Union. "After all we have gone through with FBI abuses in the past, we now have selected facts being released to the press. It is utterly unfair," she said.

Ira Glasser, the A.C.L.U.'s executive director, termed the disclosures "out-

Newhouse to buy Random House

Newhouse Publications will buy Random House Inc., the book publisher, for between \$65 million and \$70 million in cash from RCA Corp.

Random House will become a subsidiary of Newhouse Publications, which owns 29 daily newspapers, *Parade*, several magazines, broadcasting and cable tv franchises. Random will report to Samuel Newhouse Jr., who oversees Conde Nast magazines.

Random House, formed in 1925 by the late Bennett Cerf and Donald S. Klopfer, now chairman emeritus of the board, publishes books under Random House, Alfred A. Knopf, Ballantine Books, Pantheon, Vintage and Modern Library imprints. Knopf presently tops the best seller list with John Le Carre's "Smiley's People."

rageous" in a letter to Attorney General Benjamin R. Civiletti. He continued, "Justice by press release and summary political punishment are methods we should have learned by now to avoid."

Glasser informed Civiletti of his particular fears that Congressional investigations into the allegations exposed in the press could jeopardize the rights of those named to a fair trial. He pointed out that public officials who refused to answer incriminating questions at such hearings would subject those officials to a "public pillory" while answers could be used against them in a trial.

New York Times columnist Anthony Lewis says he has "mixed feelings" on the issue.

"I think there is a problem and I think the A.C.L.U. has a point," he told E&P. "It does concern me."

"My criticism is not of the press at all," he said, maintaining that the press had simply done its job in reporting the story.

He pointed out that if there were "any sort of deliberate campaign to leak this story," he would consider the action a grave and serious attack on constitutional rights by federal officials.

Tv cameras ok'd to cover N.J. trial

A Bergen County, New Jersey Superior Court Assignment Judge said this week he will permit television cameras into the courtroom to film a trial of two sets of parents who are facing legal action by a local school board for tutoring their children at home rather than send them to school.

To cost 30¢

New York Post will boost the newsstand price of its daily paper to 30¢ on February 11. The Post now costs 25¢.

N.Y.C. daily realigns newsrooms

In the wake of the recent departure of publisher Michael Young Warder and executive editor John Dolan, the *News World*, a New York City daily newspaper run by followers of the Rev. Sun Myung Moon, has realigned its newsroom management.

Warder, whose name was removed from the *News World* masthead several weeks ago, is "persuing independent projects" and is enjoying "sort of a vacation," according to Larry Moffitt, a spokesman for the paper. Dolan left several weeks later, according to Moffitt, because he wanted to pursue other interests in Florida and because he was "tired of New York."

E&P was informed that Warder left after a disagreement with Unification Church leaders. Dolan left only days after a telephone debate between Dolan and an opponent of the philosophies of the church, which was originally broadcast on a New York radio station over a year ago, was re-broadcast.

The paper brought Nicholas Buscovich, who had been running the *News World's* printing plant in Belleville, N.J., in to fill the president/publisher post vacated by Warder. Buscovich, who was not involved in the paper's editorial operations, is described as an "excellent administrator" by Moffitt.

Moffitt, who is involved in the paper's public information office and its community service projects, was named assistant to the publisher.

E&P learned that Rev. Sung Soo Lee, who describes himself as a "part time consultant" to the *News World*, is involved in the day to day management of the newsroom. Lee told E&P he was brought in by the *News World* board of directors to advise the paper on issues involving "Communist propaganda" in an effort by the paper to inform the "naive" west of what is really going on in the communist sphere of influence. Lee says he is an expert on communist propaganda.

Lee told E&P, "You know the *News World* is conservative and anti-communist."

Stepping in to fill the executive editor's post is Hal McKenzie, who was the paper's managing editor. Paula Gray, formerly the *News World's* metro editor, was promoted to senior managing editor. Noel Merenstein, who was working on the copy desk, was named managing editor.

Moffitt says the moves have heightened the sense of competitiveness in our feelings of competitive energy—our worthiness of New York. We're moving in to take our place in New

York," he says, "we've been asking ourselves why not take on *The Times*—why not take on the *News*."

Moffitt reports that the paper's circulation is hovering around the 50,000 mark. He says the *News World* is doing better in the advertising department, largely due to the success of targeted local sections and zone advertising.

"The department stores are still Jehrico to us," says Moffitt, referring to the reluctance of New York's major retail outlets to advertise in the paper because of its publically-perceived affiliation with the Unification Church.

Undaunted by the lack of department store advertising, the paper is currently researching the Spanish-speaking market in New York with an eye toward establishing a Spanish-language daily. Moffitt says the *News World* has produced a prototype of the paper, but he notes that the final decision on whether or not the paper will eventually be published has been made.

Racism suit settled with scholarships

Daily Press, Inc. of Newport News, Virginia, has agreed to establish a \$50,000 scholarship fund for black journalism students in settlement of a job discrimination suit filed in November 1978 by the Equal Employment Opportunity Commission.

Daily Press publishes the morning *Daily Press* and the evening *Times-Herald* which have a combined circulation over 98,000.

The EEOC suit alleged that the company had discriminated against blacks in its hiring, promotion, and classification policies.

The settlement which was proposed to the EEOC by Daily Press, Inc. calls for the newspaper publisher to set up four \$2500 scholarships a year over the next five years to train minority journalism students.

Larry Freeman, general manager—newspaper division of Daily Press, called the scholarships "a solid program" which helps to "rectify the problems" of minority hiring "through education."

Newspapers all over the country have similar problems to ours in finding qualified minority people to hire," Freeman said.

He added that the Daily Press's scholarships will be "directed at worthy students in our SMSA who are interested in a journalism career. We're not just going to be training people for the newsroom, but for advertising, photography, and circulation too. With or without the suit, we would have increased minority representation on our staff."

Synanon drops libel suit against Time

Citing demands on its financial resources from a series of "entirely unanticipated" legal problems, Synanon dropped its \$76.75 million libel suit against *Time*, Inc.

Filed in January 1978 in San Francisco, the suit concerned a December 26, 1977 article in *Time* magazine which had alleged Synanon had changed from a store front drug rehabilitation organization into a wealthy, tax exempt corporation.

A letter released by Synanon and signed by its chief legal counselor, Dan Garrett, said that Synanon could not match the \$1.25 million *Time* had spent in its defense and still have enough funds to deal with all of the foundation's "varied legal problems."

Time commented in a statement, "This concludes two years of legal action during which Synanon tried to intimidate *Time*, Inc. from exercising its constitutional right to report the news. That harassment only determined us to fight harder."

Last December Synanon filed a \$1.25 million slander suit against David and Cathy Mitchell, publishers of the *Point Reyes Light*, and Professor Richard Ofshe of the University of California for remarks they made on television in which they compared Synanon to the People's Temple cult whose 900 members committed mass suicide in Guyana. Synanon's slander suit is still pending in California courts.

The weekly *Point Reyes Light* won the 1978 Pulitzer Prize Gold Medal for community service for its investigative reports on Synanon.

Charles Dederich, Synanon's founder, and two other members of the foundation are facing trial in Los Angeles Superior Court on charges they plotted to kill a lawyer, Paul Morantz.

The California Attorney General's office in December 1979 filed a suit against Synanon which alleges its directors had skimmed more than \$1.5 million from the foundation's income. The California Attorney General is also challenging the organization's status as a tax exempt charity, a move which Garrett said in his letter "could destroy Synanon itself."

Garrett added that "the media firestorm concerning Synanon has generated a large number of lawsuits against us" which must be "vigorously defended."

Synanon won a \$600,000 settlement in July 1976 for a libel action it had brought against the *San Francisco Examiner*.

The *Examiner* published a front page apology for articles it had printed which said Synanon no longer gave much attention to rehabilitating addicts.

EDITOR & PUBLISHER for February 9, 1980

Reporter and Judge at odds on First

By Bill Kirtz

While Jack Landau wonders "what's left of the First Amendment?" and urges journalists to "fight back with every tool at our disposal," a New Hampshire judge thinks the press and bench must "either work together or continue a warfare that is counter-productive to all of us."

Landau, founder and director of the Reporters' Committee for Freedom of the Press, and New Hampshire Supreme Court Justice Charles Douglas were among the speakers at the New England Press Association's annual convention in Boston last week.

More than 700 newspaper staffers and executives attended three days of talks, as the Association marked its 50th anniversary.

Landau, head of the Washington-based group which offers free legal advice to papers faced with search, confidential source, court closing and libel problems, sees reporters' headaches increasing since he helped found the Committee in 1972 to protect sources.

"Now, we're in danger of losing every shred of confidentiality," he said, citing seizure of reporters' telephone records, disregard for state shield laws and newsroom searches.

Landau blasted a system of secrecy which started in the narrow area of pre-trial publicity concerns and which he now says extends from the beginning of the criminal justice system—arrests—to the end—sentencing.

"The underlying rationale behind the whole controversy" over press access to pre-trial and trial proceedings, Landau said, "is that something is important only when the judge decides it's important."

He called judges "heavy-handed and absolutist, not us," accusing them of thinking they're "above the Constitution" and "absolutely vetoing the First Amendment" when other interests arise.

Later in the convention, however, Justice Douglas described his state's efforts to accommodate both judges' and reporters' needs—efforts which have drawn praise from many New Hampshire journalists.

The judge has led conferences of judges, reporters, police and lawyers and made "gentlemen's agreements" with papers to delay publishing allegedly prejudicial information such as a withdrawn guilty plea or another pending charge against a defendant.

"We can throw you out of a courtroom, and you can hammer us for it and we can't respond," Justice Douglas said,

"but we both gain" from compromise.

He thinks there are some obvious reasons why reporters have so much trouble with judges: "The average judge isn't looking for trouble. The easiest way for him to do his business is to either gag you or throw you out. He knows there are other alternatives, but these would take more of his time. The judges don't mind these Supreme Court decisions (narrowing press rights). They make it easier for them to do their job."

Justice Douglas called it "ridiculous" to exclude the press from but admit the public to trials, as Landau claims has been done recently. "There are about 17,000 judges in the country," he said, "and we've got screwballs in our profession just like you do in yours."

Reporters and editors should scrutinize their state constitutions, the judge suggested, to see if those press freedom guarantees can't undercut the effect of the U.S. Supreme Court's *Gannett v. DePasquale* decision. In two recent New Hampshire cases, reporters won access to trials despite the *Gannett* decision because the judge said they successfully convinced the court that the "underlying philosophy" of the state's constitution was to allow such access.

So long as courts can compel reporters to reveal their sources, two prize-winning investigative journalists agreed, newspeople must get an advance agreement with their editors on protecting confidentiality.

"Too many reporters give guarantees of anonymity too freely," said Dick Levitan, who has won AP and UPI reporting awards, helped head the Investigative Reporters and Editors and worked on the *Boston Herald-American's* investigative news team.

Levitan said he didn't accept the *Herald-American* job before being guaranteed that the paper wouldn't ask him sources' names. He added, however, that most people would free him of his obligation to keep their names secret if he faces jailing. Providence, R.I., Journal reporter Randy Richard said his paper backs his secrecy commitments.

Both reporters called the public the investigative reporter's best source. Richard and a colleague deliberately moved to establish a public identity as hard-hitting probes willing to take risks. "People have to know where to go if they have a problem," he said. "They want to talk to a person, not a company."

Seeing a tendency to be afraid to "go to the top" to verify a tip, Richard believes "there's never a story too big or a paper too small." As an example, he re-

called newsroom skepticism when he tried to contact E. Howard Hunt. "They said we were crazy, but it's worth a shot."

That shot resulted in the first exclusive interview Hunt gave in prison.

Richard stressed the importance of checking out sources' veracity, and hanging onto accurate ones. And one member of a performance standards panel asserted that developing and using sources is one of the least-developed journalism school skills.

The speaker, Edward Carroll, executive editor of the Plymouth, Mass.-based Memorial Press Group weekly group, asks reporters and editors to decide to what extent staffers have developed and enlarged community contacts as a part of twice-a-year evaluations.

Carroll uses an eight-step evaluation process for each employee and keeps a wall chart on how well each paper is fulfilling its goals. But he doesn't tie the evaluations to raises—simply as a discussion tool and to "lance boils of opinion" before they become serious.

Bill Breisky, editor of the Hyannis, Mass.-based *Cape Cod Times*, calls hiring the most important part of his job. He asks would-be editors to critique his paper and makes prospective reporters turn out a sample story in his newsroom under his deadline conditions. He's deliberately vague in job interviews, looking for reporters to show their doggedness by asking follow-up questions.

Breisky told fellow editors to "be honest and insistent, set standards and above all be fair" with reporters. He uses the Newspaper Fund test for copy editing applicants but is leery of relying solely on tests to weigh job candidates.

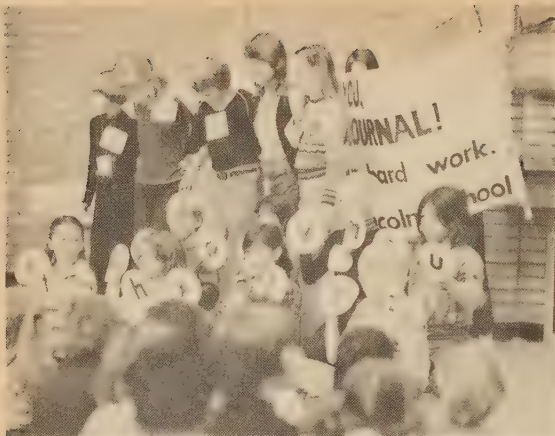
"Tests may weed out great talent," he has found. And he will be patient with a smooth stylist who lacks reporting basics. "It's easier to teach reporting than to teach quality writing," Breisky said, suggesting that one personnel guideline be: "Put up with a lot if they can write."

Breisky keeps two months' files of everything each reporter turns in, so he can determine whether staffers are doing their share of work. Those files show him "how expensive people are on the copy desk" if their efforts need to be rewritten, help if a story produces litigation and makes it easier for him to decide what reporter deserves a raise or a promotion and which one simply isn't performing.

With business news on many front pages each day, one panel audience heard from a reporter convinced that the financial beat is increasingly important because "the economy is so rocky."

Today, "Everyone is affected by business news," said the *Wall Street Journal's* William M. Bulkeley, as he urged colleagues to do more than run "fillers

(Continued on page 16)



This is a Journal typewriter dramatization—with the five standing students moving back and forth to serve as the carriage.



The press room is depicted by students for Lincoln Elementary School's "Rapid City Journal Day."

Elementary students honor daily newspaper

Honoring the *Rapid City* (S.D.) *Journal* for its Newspaper in Education work, the Lincoln Elementary School staged an all-school assembly recently. Guests included Journal staffers, who were introduced before the program enactment—"A fast breaking news story."

The students acted out newsroom to printed page activities with reporter and photographer returning to the newsroom; a group of children impersonated a typewriter by holding up cards bearing the letters, and a line of other youngsters moving back and forth as the carriage. The

"story" came out on a large sheet of paper, as "We love you, Rapid City Journal." Then the reporter-photographer team rushed to the press room and other youngsters depicted the printing press—two dressed in white were the paper. They produced a front page that read: "Lincoln School has appreciation program for Journal staff."

Ron Bender, staff writer, wrote a column followup of the event as told to him by staffers who attended. John Hafnor is the *Journal's* NIE consultant, and the newspaper runs a "Fun Factory" page with local student contributions, as part of the NIE service.

At odds

(Continued from page 15)

and corporate press releases" to accompany stock market tables.

"Almost all local business news affects jobs," he said—from the travelling lunch wagon going to a construction site to high executives. With proper coverage, he said, "there's no reason for your readers to be astounded if a local plant closes." He said reporters should press unions and management to disclose contract details and new businesses to state specifically how they propose to serve the public better than competitors.

Even just-opened restaurants should mention their price range in the paper, Bulkeley said. "Without that, it's impossible for the reader to know where that restaurant fits into his own needs."

While Bulkeley stressed the need to appeal to readers' sense of "consumerism," photo expert Robert Depiante said pictures have to make readers "stop and look."

Depiante, assistant managing editor of the Charlotte, N.C., *Observer*, said "good pictures come not from fancy, expensive equipment, but from people thinking."

He judges aspiring photographers by

how they handle "dull, everyday assignments. Even a baboon can get a good picture of a major news event."

Too often, Depiante said, editors are cynical about "people" pictures. But he thinks three kinds of topics make good photos: ordinary people doing unusual things, celebrities doing everyday tasks and new personalities.

Aerial shots and maps help transport the reader into the scene of the action, he said, commenting that judicious cropping can make a mediocre picture good and that the first-rate photographer (he gets more than 100 applicants for every Observer cameraperson he hires) is the one who thinks how to make a routine shot better.

Design consultant Mario Garcia predicted that editors will be using graphic terminals for page layout "within the decade" and should therefore plan in modules—horizontal or vertical blocks.

"Simplify your life," the Syracuse University professor declared—package two-paragraph stories as a group (in a "People" section, for example) and start every page with a pre-conceived plan. "It's harder to start at the top and fill every hole," he said, than to think of a page as a series of packages.

Garcia disagrees with the traditional theory of a primary optical area to which the reader's eye automatically goes first.

"There should be a center of visual impact on every page," he said, "but it can be placed anywhere you want."

He told editors to create a sense of movement from the top to the bottom of a page and gave these general tips:

- watch out for too many gimmicks on one page. Color and reverses can clutter makeup.
- use novelty type faces (including transfers) for special sections.
- drop "kicker" headlines.

New ad rates

The national ad rate in the *Finger Lakes Times*, Geneva, N.Y., effective March 1, will be 32¢ flat per 13 pica line and 55¢ a line for ads run in the *Times* and *Times Weekly* (Wednesdays). J.H. Ralston, display ad manager, announced the new ROP rates, which charge 25% premium for guaranteed location and allow a 2% discount for fast payment.

Ads accepted

Changing Times will carry 38.6 pages of advertising worth \$485,000 in its March 1980 issue, the first issue in the monthly magazine's 33-year history to take advertising. Austin H. Kiplinger, editor of the monthly, said "editorial content will not be affected at all by the acceptance of ads."

EDITOR & PUBLISHER for February 9, 1980

How classified ads sell automobiles

By Eric Anderson

When people want to know about cars, the look in the newspaper.

They learn about automobiles in the news and feature columns—because automobiles are an important part of our lifestyle.

They learn about design and product benefits of new models, through national advertising.

And they learn about cars for sale, right now, and at what price, through local newspaper advertising.

So when it comes time to buy, once again—they rely on their newspaper. And, within the newspaper, there's a powerful medium working every day to drive those buyers into an auto showroom—and that's the classified advertising section.

Now, we have new research that not only documents this, but further reveals and suggests ways for dealers to increase their sales—and get the most from every advertising dollar.

And this valuable information couldn't come at a better time.

I don't have to tell car dealers about fuel shortages and economic conditions—that they are affecting the auto market. How inflation and the rising price rate makes financing tougher, while boosting dealer floor plan costs.

But I can tell them that the Newspaper Ad Bureau is making every effort to respond to their problems and needs—to make the partnership between the automobile dealer and the local newspaper even stronger.

That is why the Newsprint Information Committee sponsored the study by the Response Analysis Corporation of Princeton, New Jersey, to ask people around the national just how they use the automotive classified ads. The Response Analysis people actually went into the homes of respondents in 100 representative markets, and sat down with them to look at, and answer questions on, the automotive classified ads in their own local paper.

So in addition to being a national probability sampling of U.S. adults—that is representative of the country as a whole—it's a look at drivers and readers in a local market.

To give you an idea of the present size and scope of the total classified audience for automobiles, we found that 28% of all newspaper readers read a classified automotive ad during the past week, in either the daily or the Sunday paper.

Anderson is vicepresident/classified at the Newspaper Advertising Bureau.

Of these readers, forty-two percent said they had a personal interest in one or more automotive ads—And twenty percent "followed up" or intended to do so. By "follow up," they meant called or made a personal visit to a showroom.

Projected to the U.S. population that's:

- 37 million adults around the country reading classified ads during an average week.

- Almost half of them interested in one or more ads.

- And over 7 million following up.

That's big performance!!!

But classified ads get even better results with the prime prospects in each market.

We uncovered some new interesting facts by qualifying each respondent in the study as to his or her "prospect status." The three categories were . . .

1. Actively looking for a car. Let's call them "hot" prospects.
2. Not looking now, but would con-

sider another car. These are "warm" prospects. And

3. Having no interest in another car, or "cold" prospects.

In the first category, among those actively looking for a car—"hot prospects"—readership jumps to 53%! That is, over half of the "hot" prospects read an automotive classified ad during the past week, versus 28% of all newspaper readers. So obviously prospect status has a powerful affect on automotive classified reading.

Even among warm prospects, those who are not actively looking right now, but tell us they would consider buying another car, classified ad readership jumps to surprising 44%! So even though they are not in the market for one of your cars right now, they are "keeping in touch," just in case they see something of interest.

Finally, and here is another significant point, even people who say they have no interest in another car, read automotive classified ads. An amazing 15% are readers of automotive ads in newspaper classified.

So, newspapers go the distance—attracting potential prospects at each stage of their development.

But how does this work in an average market situation?

Up to 30 million new and used cars are sold in a good year, but as you know, on any given day, for any one dealership, only a relatively few people will sign on the dotted line.

In a typical market with a population of 100,000 people, approximately 70,300 are adults, as estimated from U.S. government census data.

Our research sampling tell us that over 16,000 read one of more classified ads during a typical week. Of these, close to 7,000 were actually interested in one or more classified ads. And, approximately 3,000 "followed-up"—by either picking up their telephone or by visiting the dealer.

But where did those 3,000 prospects come from who took action? Our research reveals that . . .

- 650 came from hot prospects
- 1600 came from warm prospects, and
- 750 came from cold prospects

We're not talking about research percentages here, but actual numbers. As one dealer said "we want our advertising to bring us the bodies, and from there on, we'll take over."

Now what does this new research show us in terms of getting the "bodies" into the showroom? It shows you dealers can't afford to ignore the warm and cold prospects.

Sure the hot prospects are of prime importance, but of those 3,000 prospects that followed up on a classified ad—almost four times as many came from the

(Continued on page 20)

The Granada Weekend (on a single tank of gas)



Choose From Dozen of Granadas!

1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$4990	1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5580	1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5180
1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$4977	1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5590	1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5193
1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5186	1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5584	1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5180
1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5378	1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5584	1978 GRANADA 4DR SEDAN 1600 cc V-6, 130 mph, 24 mpg \$5193

KRIEGER FORD provides a "free wheelin'" advantage in the headline that prospects can easily and immediately relate to, says NAB's Eric Anderson.

He adds: "These copy elements combined with appealing illustration and generous auto listing and distinctive logo—add up to a powerful presentation of the product and the dealership."

"Krieger has covered every prospect base while achieving just the right balance—establishing Krieger as the place to buy. Each ad is packed with information but is not cluttered making it easy on the reader."

Auto Ads

(Continued from page 19)

warm and cold prospects as came from the hot prospects!

So, what's the message?

1. We're confirmed the fact that classified advertising generates intense readership, follow-up calls—and visits to the showroom by those hot prospects who are actively looking for another car.

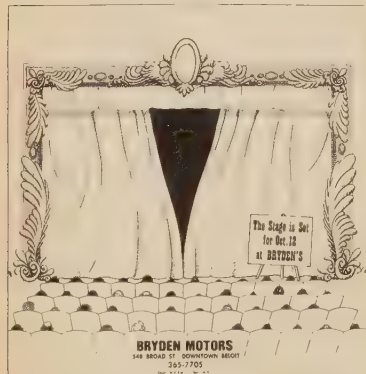
2. We've discovered that the warm prospects, who are not actively looking, but would consider another car under the right circumstances—can be converted to hot prospects if dealers can trigger that impulse which is so important in the car sales business.

3. And those so-called cold prospects, who think, I repeat, think they are not looking or would consider—can suddenly warm up over night.

Classified advertising reaches each of the auto dealer's prospects.

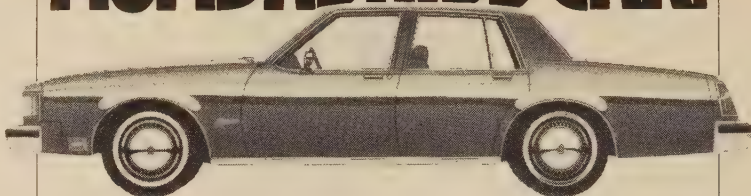
The hot prospects . . . who probably read auto classified ads every day. He or she has decided to buy. If they decided on a car, an ad reinforces the decision. If they are thinking of a competitive make, an ad and the information the dealer provides could persuade them to visit that dealer's showroom. So, a dealer's frequency in the classified pages is critical to either closing or converting those who are actively looking.

The warm prospects . . . who may not read classified ads every day, but probably check them two or three times a week—just in case they might come across something. The challenge here lies in the fact that a dealer can never tell which day they will look so they can trigger the sale. Some will say, automotive's "best day" is Sunday. Or, we have an automotive day on Friday, and so forth. But they still don't know when it strikes the reader's or prospect's fancy to



BRYDEN MOTORS sets the stage to sell more cars "with one simple engaging idea," says Eric Anderson of the Newspaper Ad Bureau. "This campaign builds interest and recognition with prospects and winds up with a block-buster two-page spread," Anderson says. "This campaign not only reveals how to get the bodies into the showroom but points up the value combining a little imagination with the freedom and flexibility that the newspaper provides."

MOMDADKIDS CAR.



Your whole gang can get inside an Olds Delta 88 with room for friends. And the Insurance Institute for Highway Safety has just rated the Delta 88 as the safest car on the road. Its aerodynamically reshaped body improves operating economy, and you can also order fuel-saving diesel. Drive Delta 88 today at your Southern California Olds Dealers. Nobody else comes close.

Oldsmobile
DELTA 88

CALLS ATTENTION—"Now it doesn't take an advertising wiz to realize that you call attention to your product's advantages," says NAB's Eric Anderson. "But the Southern California Oldsmobile Dealers Association takes this basic idea a step further and invites reader involvement by letting the reader check out the mileage situation himself."

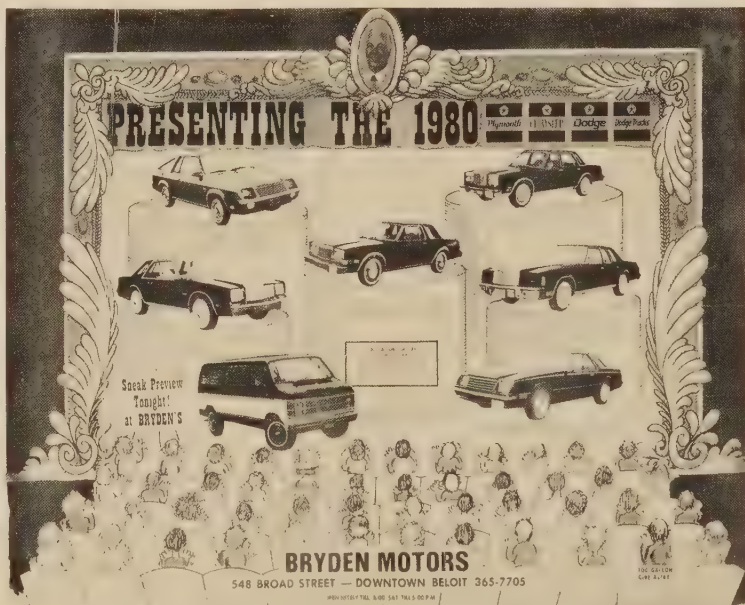
look. Maybe on Wednesday, or whatever day. Again frequency is a dealer's best auto insurance.

And the cold prospects . . . 95% who own cars, and who check the ads regularly . . . maybe to determine what their present car is worth, what the new model is selling for, what new features have been added to this year's model. All right, it's a longer process but remember, a cold prospect today, can be a red hot

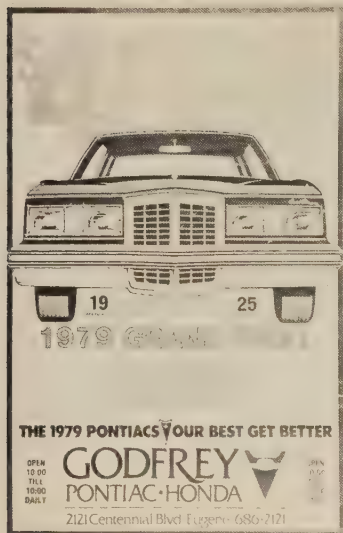
prospect tomorrow.

When junior blows the rear end, or someone likes the car so much they drive off with it, or when the heap in the driveway just refuses to go another mile—dealers will be in the paper to attract and sell this over night hot prospect. Again, frequency in classified must be their strategy.

The more attention a dealer can attract from each of the three prospect



segments—the more follow ups you'll generate for your dealership. And that's the role of an auto dealers classified ads . . . to get them into the showroom. Perhaps with a display ad. Or onto the



GODFREY PONTIAC-HONDA builds an "eye-catching ad with prominent pricing, an illustration that practically rolls off the page, and meaningful copy," says Eric Anderson of NAB. "A successful formula that gives greater impact and recognition."

used car lot. Perhaps with an in-column ad.

So far I've only stressed frequent insertions in classified to attract the attention of a car dealer's prospects.

But how can they stimulate interest and sell each type of prospect with your advertising. Is there a strategy to follow?

Prominent benefit headline, interesting layout, believable copy emphasizing features and service, and a distinctive signature is the winning combination for an effective sales-producing classified display ad—whatever your prospects' status.

So let's review the auto dealers' game plan . . .

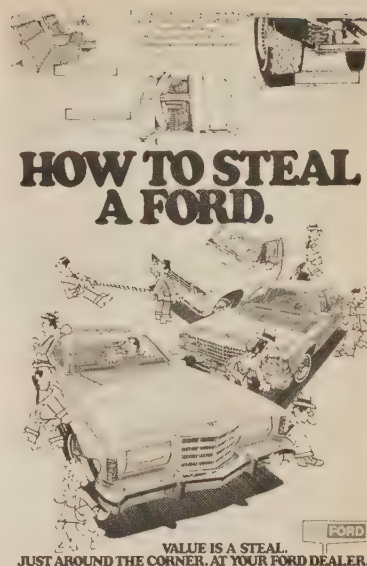
1. Dealers should be in classified as frequently as possible to attract the attention of all three types of prospects.

2. Dealers should follow the essentials and use an ad strategy that will interest each type of prospect. Remembering that in numbers the warm and cold prospect will also deliver the calls and visits to their showrooms. And

3. Dealers should work closely with their classified rep to produce professional ads that will generate those follow-ups and sales.

Food Seminar

The Fort Lauderdale (Fla.) *News/Sun-Sentinel* will host a seminar for newspaper food editors on Feb. 22 and 23 at the Bahia Mar Hotel in Fort Lauderdale.



"HOW TO STEAL A FORD," the headline says. Well how about "stealing" an idea, says NAB's Eric Anderson. "Here's another idea with little room for improvement. Benefit headline, attention-getting illustration, and copy that reveals yet another strong selling point makes it easy on the reader and at the same time provides the impact needed in today's competitive marketplace."

Virginia auto dealer wins two DANDYS

A Falls Church, Va. automobile dealer, Don Beyer Volvo, won two first prizes in the seventh annual competition for outstanding automotive newspaper advertising by dealers and dealer associations. The Newspaper Advertising Bureau, Inc., sponsors the nation-wide contest.

The Bureau announced the winners of its 1979 DANDY Awards (Dealers Automotive Newspaper Display Advertising) in conjunction with the opening of the annual convention of the National Automobile Dealers Association in New Orleans on Feb. 9.

Don Beyer Volvo won in the categories for best single ad and best advertising campaign by an individual dealer in a market served by a newspaper with more than 100,000 circulation. Richard J. Park, Washington, D.C. advertising agency, produced the ads.

Other first prize winners in their categories were:

Best ad campaign by a dealer advertising association: Bergen-Passaic Chevrolet Dealers (New Jersey); agency, Berger, Stone & Ratner, New York City.

Best single ad by a dealer advertising association: New England Ford Dealers; agency, Hill, Holliday, Connors, Cosmopolis, Inc., Boston.

Best campaign by an individual dealer in newspaper with less than 100,000 circulation: Terry Shaver Pontiac, High-

Two of these cars cost hundreds more than the third.



No wonder Caprice is America's 1 choice, by far.



Buy better at your Chevy dealer

FIGHT THE FOREIGNERS say the Bergen-Passaic (N.J.) Chevrolet dealers in this ad, produced by Berger, Stone & Ratner of New York City. The ad won a first prize DANDY for campaigns by dealer associations.

land, Ind.; agency, Mills Communications, Chicago.

Best single ad by an individual dealer in newspaper with less than 100,000 circulation: Trussell Ford, Athens, Ga., ad by the *Athens Banner-Herald*.

Best use of color: South Tacoma Chevrolet, Tacoma, Wash., ad by the *Tacoma News Tribune*.

Best ad by a dealer trade association or multi-line group; Rhode Island Automobile Dealers Association, ad by the *Providence Journal*.

Honorable mention awards in the various categories were made as follows:

Greater Detroit Oldsmobile Dealers, agency, Creative Impressions, Bloomfield Hills, Mich.; Southern California Oldsmobile dealers, agency, Kauffman Associates, Santa Monica, Cal.; Grand Rapids Chevrolet Dealers, agency, Tom Gordon Advertising, Inc., Grand Rapids, Mich.; Houston-Galveston County (Texas) Pontiac Dealers, agency, Carson & Shepherd, Houston; Washington (D.C.) Ford Dealers, agency, W.B. Donner Company, Baltimore.

Also, Kreiger Ford, Columbus, Ohio agency, Burkholder, Flint, Nichols, Columbus, Ohio; Don Mealey Chevrolet, Orlando, Fla., agency, Gouchenour,

(Continued on page 49)

Scripps acquires Houston-based trade publisher

The E.W. Scripps Company, parent company of Scripps-Howard Newspapers, announced the purchase of the Cordovan Corporation, Houston-based publishers of weekly business newspapers, trade magazines and books.

Cordovan's business newspapers are the *Atlanta Business Chronicle*, *Houston Business Journal*, *Dallas/Fort Worth Business*, *Los Angeles Business Journal*, *San Francisco Business Journal*, and *Seattle Business Journal*, which will begin publication in April.

Its magazines are *Horseman Magazine*, *Texas Fisherman*, *Western Outfitter* and *Jet Cargo News*. In addition, Cordovan operates a Houston mailing company and three lines of hard and soft cover books.

The announcement was made by Edward W. Estlow, president of The E.W. Scripps Company. No price was disclosed.

Estlow said the Cordovan newspapers will continue to exercise editorial independence in their handling of local business news, and that Bob Gray, who founded the company in 1960, will remain as president and chief executive officer.

"We believe," Estlow said, "that business communities in major U.S. cities will welcome the kind of unique journalism that the Houston firm has pioneered."

He said that Cordovan, which has approximately 140 employees in six cities, will be encouraged to start or acquire local business newspapers in markets where economic conditions and a receptive readership make them feasible.



DAILY SOLD—Roy H. Park (right) has acquired controlling interest in the *Concord (N.C.) Tribune*, a 12,000-circulation afternoon and Sunday newspaper in North Carolina. Park, owner of 41 newspapers and 21 broadcast stations in 16 states, purchased stock held by Miss Elizabeth G. Huckle (left), president and publisher, and other Huckle family members. The paper is the 17th daily in the Park Group. Miss Huckle, who became publisher after the death of her husband in 1975, will continue as publisher for a transition period.

API to hold first seminar in Calif.

Stanford University in Palo Alto, California will be the site of an American Press Institute newspaper management Seminar in July 1980. The one-week Seminar will mark API's first effort to establish a "western presence" that will bring the Institute's programs closer to newspapers in the Western United States and Canada.

The one-week Seminar at Stanford, "Managing the Changing Newspaper," will focus on personnel management, human relations and communications effectiveness at all levels of today's news-

paper environment. Membership, limited to 36, will be open to daily newspaper publishers, general managers, their assistants and others with responsibilities in general management positions.

Membership priority will be given those nominated for the Seminar from the states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming, and the western Canadian provinces of Alberta, British Columbia and Saskatchewan.

Nominations may be made by writing or phoning the Director, American Press Institute, 11690 Sunrise Valley Drive, Reston, Virginia 22091.

Search for justice

(Continued from page 4)

judgment as to what to include in their reports and comments in newspapers, magazines, books, and radio and tv newscasts.

They are the guardians of the people's right to know about the incidence of crime and the watchdogs of the administration of justice by judges, attorneys, the police and related workers.

Police departments should provide complete information speedily to the inquiring press staff members about the development of criminal cases.

The press, in turn, has a responsibility to report more—not less—about crime—such as roundups, monthly, quarterly, semi-annually and yearly—to show trends and their consequences.

Law enforcement officers should not be permitted to inspect notes of journalists except in a clear and present danger to the U.S.—and no such danger ever seems to exist.

Neither the press nor the police should call on the other to do their own work. So that means law officers should not depend on court orders to seize reporters' notes for leads or evidence.

Most bench-bar-press disputes arise over a few controversial cases involving a celebrity or a bizarre crime. So often court decisions providing "universal principles" about the relationship of free press and fair trial depend on the "unusual" and not on the general.

The rights of journalists should not be hampered because of "special judicial caution and care" for the few persons involved in sensational trials or extreme cases.

It is not common sense or judicially sound to undercut basic American freedoms, because of judicial proceedings relating to a handful of the million of offenders each year.

Now is time for the bench-bar-press-police to re-examine their sometimes seemingly rigid, arbitrary perspectives that may blind them to the Constitutional provisions for, indeed insistence on American freedoms.

Representatives of the four groups must have increased dialogue about ways to guarantee the rights of a free press and fair trials. To this end, working relations must be cooperative, not competitive.

Each person should remember that all rights—freedom of press, petition, assembly, worship, and speech—stand or fall together. The main task of the people, press, police, bench and bar is to strengthen democratic freedoms, not undercut them.



THE LESS A TYPESETTER MOVES, THE FARTHER IT GOES

Autologic's APS-5 goes faster than any other typesetter: 4000 lines per minute. More important, it keeps going longer: the APS-5 has a legendary uptime record.

The principle behind this revolutionary speed and reliability is simple: Autologic was the first to replace moving parts with sophisticated electronic circuitry.

SPECIAL OFFER: EVEN YOUR MONEY GOES FARTHER



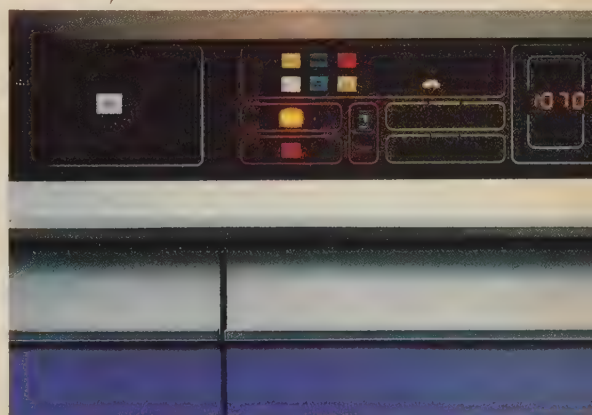
If you purchase an Autologic APS-5, 5 U, or 5-100 between January 1 and March 31, 1980, you receive Autologic Scrip of up to \$20,000. This Scrip may be applied towards the purchase of other Autologic products.

Autologic is making this special offer at the same time as it is introducing the newest addition to the APS-5 family of typesetters: the APS-Micro 5, for the midrange market.


Use your Autologic Scrip for Autologic peripherals or software to make your APS-5 even more productive. Select the APS-41 Graphics Scanner, APS-51 Microfilm Recording Unit, or an Autologic

composition program, to name only a few examples.

Call now while the offer is still good. Autologic, Inc. 1050 Rancho Conejo Blvd., Newbury Park, CA 91320. (213) 889-7400. A subsidiary of Volt Information Sciences, Inc.



APS-5

**WORLD'S FASTEST TYPESETTER
BY AUTOLOGIC** 



Franklin



Kearl



Rogers



Zanotti



Hochhauser



Sheriff

Harte-Hanks executives promoted

Larry D. Franklin, 37, president of newspaper operations for Harte-Hanks Communications, was named executive vicepresident of the corporation at the January board meeting.

Franklin joined Harte-Hanks in 1971 as assistant corporate director of accounting. He was elected to the board of directors in 1974, then later named senior vicepresident in 1978.

Wayne Karl, 60, and C. Ben Rogers, 36, were elected senior vicepresidents.

Kearl, who has been with Harte-Hanks since 1954, had just become president of broadcast last month. When a television group was formed in 1975, Kearl was named president of the group, then later promoted to chairman and chief executive officer last year. He was elected corporate vicepresident in 1975.

Rogers has been president of consumer distribution since 1978. He joined

Harte-Hanks in 1972 as manager of the internal audit department and later became corporate director, financial services. Rogers became president and chief operating officer of the newly formed pennysaver group in 1977, as well as a vicepresident of Harte-Hanks.

Three men were also elected corporate vicepresidents. John P. Zanotti, 31, Richard M. Hochhauser, 35, and Don R. Sheriff, 49.

Zanotti was named vicepresident, legal and secretary of Harte-Hanks. He joined Harte-Hanks in June, 1978, as corporate director, legal. In January of 1979, he was promoted to senior corporate director, legal and given the added responsibilities of assistant secretary.

Hochhauser is president of the marketing services group which is part of consumer distribution marketing. Hochhauser joined Harte-Hanks in October, 1975 as president of RMH Research, Inc., a company he helped to form.

Don R. Sheriff is president of the consumer publications group, a newly organized group in consumer distribution marketing that publishes pennysavers and shoppers. He came to Harte-Hanks

in February, 1979 as vicepresident and general manager of Van/De Publishing Co.

Robert G. Marbut, president and chief executive officer said, "These promotions constitute another major step in our strategic planning process. It recognizes our three major areas of business—broadcast operations, which includes radio and television; newspaper operations, which includes four groups that primarily publish newspapers; and consumer distribution marketing which includes a consumer publications group, a distribution marketing group and a marketing services group."

At the same meeting, Jewel Stadford LaFontant was elected to the Harte-Hanks board of directors. She is a member of the Chicago Bar Association board of governors and serves as a board member for various large public companies.

It was also announced that the quarterly dividend was increased 21% to 17 cents per share from 14 cents per share. The new rate will be reflected in the dividend payment to shareholders of record March 1, 1980.

Labor Dept. files complaint against Hearst

The United States Labor Department has charged the Hearst newspapers in Albany, N.Y. with violating the child labor provisions of the Fair Labor Standards Act of 1938.

A civil injunctive action filed by the Secretary of Labor, Ray Marshall, in U.S. District Court for the Northern District Court of New York named "The Hearst Corporation, doing business through a division, Capital Newspapers," as defendant. Capital Newspapers publishes the *Albany Times-Union*, *Knickerbocker News*, and the *Suns*.

Roger Grier, publisher of the *Times-Union* and the *Knickerbocker News*, denied having any knowledge of the Labor Department's charges beyond what was filed in court.

"Our attorneys are trying to find out what they (Wage and Hour) are talking about," Grier stated. "All we have are what's in the complaint. The department has not seen fit to tell us anything. It's

ludicrous to file charges and not tell us what they are."

Concerning the allegations that his newspapers have violated child labor laws, Grier remarked, "Of course we don't do those things. We don't employ people under 16. We don't employ people under 14."

The Labor Department's complaint against Hearst resulted from an investigation conducted in 1978 by the Wage and Hour Division's Albany area office.

The complaint alleges that from September 1, 1976, Capital Newspapers "has employed oppressive child labor in commerce or in the production of goods for commerce. . . . The oppressive child labor consists of the employment of minors under 14 years of age contrary to the minimum age standards . . . and the employment of minors under 16 years of age in the following manner which interfered with their schooling, health, and well being: for periods exceeding 3 hours per day and 18 hours per week and after 7 P.M. while school is in session."

The complaint does not state in what capacities the two Albany papers employed any minors. Labor department

officials in New York City and Albany would not elaborate further on the nature of the charges.

Minors under 14 who work as newspaper deliverers are "specifically exempted" from the Fair Labor Standards Act, according to Wage and Hour's Albany director, Sam Weitman.

Activities involving minors covered by the Labor Department's complaint included "handling, selling, or otherwise working on goods or materials that have been moved in or produced for commerce."

The complaint also charges Capital Newspapers with record keeping violation concerning the wages and hours of its employees.

The Labor Department is asking the U.S. District Court to enjoin the defendant from committing any further violations of the Fair Labor Standards Act and to pay any back wages which may be owed to employees.

Weitman said "all responsible people (at Capital Newspapers) have been informed" of Wage and Hour's investigation and that his division "only seeks redress to the courts when an agreement cannot be reached."

Daniels to sell 15 cable systems to Newhouse firm

Newhouse Broadcasting Corporation of Syracuse, New York, in connection with MetroVision, Inc., Atlanta, Georgia, and Daniels & Associates, Inc., Denver, Colorado, announced that an agreement has been signed under which Newhouse Broadcasting will purchase Daniels Properties, Inc.

The sale of Daniels Properties, Inc. includes 15 systems in Texas, Wyoming and Nebraska. As of December 31, 1979, these systems served approximately 116,000 basic cable subscribers and 39,000 pay television subscribers primarily in three large complexes serving Lincoln, Nebraska; Waco, Texas, and Killean, Texas.

It is intended that MetroVision, Inc., a company associated with and financially backed by Newhouse Broadcasting Corporation, will operate and manage the systems. MetroVision is currently developing 12 cable television franchises in the suburbs of Chicago, Detroit, Cincinnati and St. John's The Baptist Parish in Louisiana.

Daniels Properties, Inc. is an affiliate of Daniels & Associates, Inc., a Denver-based, multiple-system operator,

and one of the largest privately-held cable television companies in the U.S. Daniels & Associates is also the cable television industry's leading brokerage and investment banking firm. Daniels & Associates, Inc. continues to maintain systems serving 26 communities in California, Montana, Texas, Louisiana, Illinois and Alaska and is developing 15 franchises, principally in Colorado.

McC-E assigned China Airlines

McCann-Erickson Worldwide was assigned China Airlines and Chinese Tourism accounts by the People's Republic of China.

The agency will handle ads for both accounts when they begin advertising in the U.S.

SCI to add 2 tv stations in Calif.

Stauffer Communications Inc. has signed an agreement to buy KCOY-TV, a CBS affiliate serving Santa Maria and Santa Barbara, Calif. Announcement was made January 26. Stauffer Communications owned and operated the *Santa Maria* (Calif.) *Times* from 1948 to 1957.

Semiweekly drops Wednesday edition

The *Paramus* (N.J.) *Post*, a 24-year old semiweekly newspaper published by Ridgewood Newspapers Inc. of Ridgewood, N.J., has ceased publishing its Wednesday edition.

The *Sunday Post* will continue to be published, however, its future is uncertain.

The Wednesday edition was folded due to increasing costs. The Wednesday Post had a circulation of 2,492 paid. The Sunday Post has a circulation of 5,965 paid.

Ridgewood Newspapers also publish the *Ridgewood* (N.J.) *News*, a weekly, and the *Sunday News*. Publisher is Bennett Fishler, Jr.

Newspaper for sale

William Loeb has disclosed intent to sell the *St. Albans* (Vt.) *Daily Messenger* (3,800-circulation, Monday through Saturday), for \$1.5-million. He bought the *St. Albans* paper on the *Burlington* (Vt.) *Daily News* in the 1940s, later establishing the *Vermont Sunday News*; the *Burlington* papers were phased-out in 1961 and 1977, respectively. Loeb is also publisher of the *Manchester* (N.H.) *Union Leader* and the *New Hampshire Sunday News*.

For the latest news on no-fault, turn to State Farm.

The best way to keep up with the no-fault auto insurance issue is with State Farm's **No-Fault Press Reference Manual**. It's become the standard reference work on no-fault over the last three years. The manual is a loose-leaf book with more than 300 pages and it's updated on a continuous basis. It has a section on every no-fault law in the United States.

If you're on the mailing list for the no-fault manual, you also get our one-page interim newsletter **Advisory**. In addition, you'll receive all of our **Insurance Backgrounders**. For this free service, call us at 309-662-2625 or write to:

Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, IL 61701



Jersey daily provides tapes to blind people

Fourteen years ago, six visually handicapped people in the City of Passaic became *Passaic* (N.J.) *Herald-News* readers. Though they couldn't read in the conventional sense, they started to enjoy local news highlights of the week as reported in the *Herald-News* on recorded cassette tapes. These were the first recipients of the program.

The Talking Newspaper for the Blind now provides tapes of local news highlights and features to 135 blind and partially blind North Jersey residents throughout Passaic, Essex, Bergen and Morris counties.

Daily editions of the *Herald-News* are edited by a part-time semi-retired English teacher each week for local news and human interest features—the kind of news not available on radio or television. The edited material is recorded by volunteers onto master tapes, which are duplicated at The *Herald-News* and mailed to subscribers every Thursday. Each subscriber is provided with a free cassette player for as long as he wishes to receive the service.

Although coordination is provided by the *Herald-News*, The Talking Newspaper is financed solely by contributions.

Donations are directed toward the purchase and maintenance of recording equipment and to the extension of the program to others who need it.

The North Jersey Lions Clubs, which contribute each year to various projects to prevent blindness and aid those with impaired vision, have made generous contributions to The Talking Newspaper since its inception. Other organizations, private citizens and benefit programs also help to support the program.

The Talking Newspaper is operated out of the public relations department with a part-time clerk coordinating the scheduling of twenty-three volunteers who rotate on a regular basis of three each Wednesday to record three sixty-minute master tapes. These tapes cover events in the counties of Passaic, Bergen, and a combination of Essex and Morris, excerpts from features such as Erma Bombeck, Dear Abby and other syndicated columnists, plus bowling scores as reported by the Light Brigade, a local bowling league for the blind and partially sighted.

The tapes are duplicated each Thursday on a Wollensak 2770 machine which makes the 135 copies in about four hours. No postage is required on the mailing envelopes, and a loose pre-addressed label is enclosed so that the recipient can return the cassette in the same envelope.

In addition to visually handicapped recipients in the *Herald-News* circulation

area, some blind subscribers who have moved to other areas are still receiving by request their former home town news through the *Herald-News* Talking Newspaper program.

Any newspaper interested in obtaining further information on establishing a Talking Newspaper service should contact public relations director Fred A. Stehle at the *Herald-News*, 988 Main Ave., Passaic, N.J. 07055 or call (201) 365-3210.

Timerman to receive press freedom award

Jacobo Timerman, founder and former publisher of *La Opinion* in Buenos Aires, Argentina, was named winner of the Golden Pen of Freedom presented by FIEJ—the International Federation of Newspaper Publishers.

The FIEJ Executive Committee, which met this month in Helsinki, Finland, selected Timerman in recognition of his journalistic excellence and his defense of press freedoms and human rights in Argentina. Timerman, who had been nominated by ANPA, and others, will receive the award May 25 in Tel Aviv, Israel, during the 33rd FIEJ Congress.

Arrested by Argentine police April 15, 1977, Timerman lost his newspaper and spent a year in prison while a military panel investigated his alleged involvement with a financier accused of handling money obtained by Argentine guerrillas. But no formal charges were brought against him.

Although the country's ruling junta cleared Timerman, in November 1977 it deprived him of his civil rights and property and froze his bank accounts.

Timerman was transferred to house arrest April 17, 1978. Three months later, the Argentine Supreme Court ruled that he was being held "unreasonably." However, the junta did not release him.

Meanwhile, Timerman had become a cause celebre. His stature as a publisher and prominent Zionist made him perhaps the best-known of those being held by authorities in Argentina without court orders, and he came to symbolize resistance to human-rights violations and infringements on press freedoms.

His case was taken up by the United States Government, media, Jewish organizations and various human-rights groups, and his detention contributed to the Carter administration's decision to cut off military and economic aid to Argentina in 1977.

Last September, Argentina's Supreme Court ruled that he was being held illegally. Expelled from the country, he flew to Israel to join his wife and family. He is now a columnist for *Maa'ariv*, a Hebrew-language daily with the largest circulation in Israel.

EDITOR & PUBLISHER for February 9, 1980

Collection Excuse #41

“Sorry, our accountant is on vacation”

Their accountant has been "on vacation" for a month now and you're still stuck with an overdue receivable. You could spend more time pursuing it, and you could turn it over to a standard collection agency and pay a fee of 25%, 33%, 50% or more. Or you could leave it to the Credit Bureau, Inc., the media credit specialists. CBI provides its subscribers a dependable BEST BUY collection service for a low 10% contingency fee.

For more information contact CBI, Box 17022, Dulles International Airport, Washington, D.C. 20041 or call (703) 620-3700.

Leave it to CBI!

Media Credit Specialists

CBI

A Wholly Owned Subsidiary
Of American Newspaper Publishers Association

Sales meeting held by newspaper rep

The Eastern Sales Conference of CWO&O, newspaper advertising sales, was held on January 26 at the New York Athletic Club in New York City.

The New York sales, research, and marketing staffs, joined by staff members of CWO&O Atlanta, Boston, Miami, and Philadelphia, attended the all-day meeting.

The conference was designed to display the growing capability of CWO&O's technology, and its application to sales efforts. Jeremy Sprague, vicepresident, conducted a media planning seminar during which he demonstrated the Telmar and Simmons services that have been available to CWO&O for two years.

Al Meglin, vicepresident, took the staff through sales promotion materials created by CWO&O marketing department, and showed how a presentation can be put together to meet the requirements of a particular sales situation. An open discussion with the sales staff followed.

Chairman for the conference was Charles McNally, senior vicepresident and New York sales manager. He led the discussion on application of sales materials, preparation for and execution of effective sales calls, and reporting systems to clients.

The Eastern Sales Conference has proved so productive that similar ones are now scheduled on a regular and regional basis. The Midwest offices of CWO&O will meet in Chicago; the Pacific Coast offices will meet in San Francisco. These Conferences are in addition to the annual CWO&O Managers Conference held in September of each year.

Ayer opens full service Detroit shop

N W Ayer, the New York-based advertising agency, will open its new Detroit office in the Fisher Building on West Grand Boulevard on April 15.

The agency said it has leased the entire 20th floor of the landmark building in the New Center area of Detroit.

According to Louis T. Hagopian, chairman of the agency, "Our Detroit office will be a full-service agency with account management, creative, media and production people in place to serve current clients and, hopefully, attract new business."

Initial accounts of Ayer in Detroit will be the public relations staff of General Motors Corporation, an Ayer client since 1971; the general products divisions of The Goodyear Tire & Rubber Company, Akron, and Goodyear Aerospace Corporation, with whom the agency has worked since 1972.

EDITOR & PUBLISHER for February 9, 1980

Guide shows how to sell downtown

How to promote to bring people back into downtown areas is the subject of a new action guide published by the Downtown Research & Development Center.

The report called, "17 Successful Downtown Promotional Case Studies," uses the case study method to describe 17 downtown promotional programs.

Cities represented include San Luis Obispo, CA, Cleveland, OH, Aurora, IL, Fargo, ND, Cincinnati, OH, Wichita, KS, Pittsfield, MA, Hartford, CT, Canton, OH, Brooklyn, NY, Tampa, FL, New Haven, CT, Chicago, IL, Cortland,

NY, Sioux City, IA, and Allentown, PA.

Explored in the case studies are tv, radio and newspaper advertising; special events; administrative, promotion and staff budgets; publicity; promotional fund raising; contests, sales entertainment; and more. The report also contains actual illustrations of ads, action photos, flyers, etc., along with the text of the case studies.

17 Successful Downtown Promotional Case Studies is available for \$25.00 from the Downtown Research & Development Center, 270 Madison Avenue, New York, NY 10016.

Who's who in front-end systems? Mycro-Tek. . .



Who has over 100 newspaper installations? Mycro-Tek.

Who has maintained their excellence in manufacturing and product service that was established over four years ago? Mycro-Tek.

Who can design either a one terminal or sixty terminal system? Mycro-Tek.

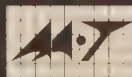
Who can offer from 70,000 character storage up to 80 million character storage? Mycro-Tek.

Who has telecommunications, class ad and billing, circulation management, and an ad display makeup terminal (ADCOMP)? Mycro-Tek.

Who has designed their products so their customers can UPDATE their systems and always retain the latest in technology? Mycro-Tek.

Who has developed an around the clock service department, an applications department, and a customer service department to answer any questions that may arise after you have installed your Mycro-Tek front-end system? Mycro-Tek.

Give them a call today and ask for a demonstration on a leading front-end system.



MYCRO-TEK, INC.
"The Front-end System Specialists"

820 West Second
Wichita, Kansas 67202
800-835-2852
In Kansas call 316-265-5277

Classified

FEATURES AVAILABLE

MONEY

MONEY

ANNOUNCEMENTS BUSINESS OPPORTUNITIES

NEWSPAPER

PAPER CONSULTANTS

NEWS EDITOR

EDITOR—Reporting on
experience preferred VDT
Point 2 all for newsroom
having Solid polylayout b
AM do s. 1. nds. in
in Powers Engrz

APR 10
1962

Award winning 600c
award drive weeks
d take charge work
ed for a operation
ed with paper to be
and been

Education requirements should include undergraduate degree in accounting, finance or computer science. An MBA or CPA certificate would be a plus. I'm interested and you feel qualified for this response but position responds reply with a complete resume including salary history.

CALL CHRONICLE
NEWSPAPERS
PO Box 1260
Allentown PA 18105

[Faint, illegible handwritten notes]

Immediate career opportunity available in
accomplished Public Relations Writer who
has demonstrated ability and experience
in creating and interpreting new technology
to the general public.

ADMINISTRATIVE

23,805 Classified Ads in a single year

...positive proof that Editor & Publisher rates tops with readers in the newspaper field

Week after week Editor & Publisher readers turn to the classified ad pages—with an average of more than eight pages each issue—to find their next newspaper job, to buy machinery or equipment, to find a newspaper for sale, to buy syndicated features—or find one of the many services listed each week.

The ads get solid results, too. Last year, E&P forwarded nearly 24,000 replies to those classified advertisers who used box numbers in their ads, an average of eight replies for each of the 2,984 advertisers who used box numbers!

This record of readership that can be counted and measured is proof of the intense, dedicated and loyal readership of all of the pages of E&P. Like the news and feature pages, and the classified pages, your display advertising message in Editor & Publisher will get solid readership from the audience of leaders in the newspaper and communications fields that has grown to depend on, and respect, the weekly news magazine of the newspaper business.

When you schedule your advertising in E&P, you can be sure of an environment that means readership by a unique target audience that you can reach nowhere else.

Editor & Publisher

The Total Promotion Medium for Newspapers
575 Lexington Avenue, New York, NY 10022
Tel. 212-752-7050

Record earnings reported by Dow Jones & Co.

Dow Jones & Co. reported record revenues and earnings for the fourth quarter and all of 1979.

Earnings for the year ended December 31 increased 15.4% to \$51,063,000, or \$3.29 a share, from \$44,248,000, or \$2.86 a share. Revenues for the year rose 21.2% to \$440,929,000 from \$363,764,000 in 1978.

Net income for 1979 includes an investment tax credit of \$3,025,000, equal to \$.20 a share, arising from Dow Jones' 30% interest in a newsprint mill near Richmond, Va. The mill began operating shortly before the end of 1979.

For the fourth quarter of 1979, net income increased 8% to \$13,560,000, or \$.87 a share, from \$12,553,000, or \$.81 a share, in the year-earlier period. Revenues for the last quarter rose 19.6% to \$122,709,000 from \$102,625,000. The newsprint mill-related investment tax credit for the fourth quarter amounted to \$1,675,000, equal to \$.11 a share.

Operating income for the fourth quarter declined 8.4% to \$20,902,000 from \$22,817,000 in the year-earlier period. The decline reflected higher circulation sales costs, including commissions on subscriptions sold, which will benefit revenues in future periods; the purchase of premium-priced foreign newsprint to build inventories; non-recurring expenditures, including a special employee bonus and advance charitable contribution payments; and higher costs for domestic newsprint, postage and transportation, due to higher prices and circulation growth. For all of 1979, operating income was up 4.4%.

Warren H. Phillips, chairman, said all Dow Jones' major operations posted higher results for 1979. National publications, services and equity affiliates had 1979 earnings of \$38,100,000, compared with \$32,543,000 in 1978. Revenues from national publications and services increased to \$313,606,000 from \$256,745,000. These revenues and earnings include the results of Book Digest, a monthly magazine, from date of acquisition on Aug. 10, 1978.

Ottaway Newspapers, Inc., the company's daily newspaper publishing subsidiary, posted 1979 net income of \$8,270,000, compared with year-earlier earnings of \$7,666,000. Ottaway's revenues rose to \$93,783,000 from \$76,009,000. Ottaway's revenues rose to \$93,783,000 from \$76,009,000. Ottaway's results include the operations of Free Press Co., publisher of two dailies in Minnesota, from January 2, 1979; the results of Ashland Publishing Co., publisher of a Kentucky daily, purchased on April 30, 1979; and the results of Essex

County Newspapers, Inc., purchased on May 31, 1978.

Richard D. Irwin, Inc., Dow Jones' textbook publishing subsidiary, achieved 1979 net income of \$4,693,000, compared with \$4,039,000 in 1978. Irwin's revenues rose to \$33,540,000 from \$31,010,000.

Wall Street Journal advertising lineage in the fourth quarter increased 9.5%; for the entire year, it was up 9.4%. *Barron's* advertising lineage was up 30.2% in the final period, and 22% for all of 1979. Advertising lineage of Ottaway Newspapers was up 0.4% in the fourth quarter and 1.6% for all of 1979.

Scranton Times buys free paper

Owners of the *Scranton* (Pa.) *Times* have acquired the *Owego* (N.Y.) *Pennysaver Press Inc.*, a free newspaper established in 1936.

Thomas L. Griffiths, who acquired the weekly paper in 1973, said he has sold all of his interest to the Towanda Printing Co., which also owns the *Towanda Daily Review*. The printing company is owned by the Lynett family, who publish the *Scranton Times*, WEJL-am and WEZX-fm in Scranton, Wyoming County (Pa.) Press, which publishes a weekly, and radio stations WDIZ in Orlando, and WQFM in Milwaukee.

Stephen Huhta, a member of the Pennysaver Press sales department, was promoted to general manager. Griffiths said he plans to go back to college and complete his bachelor's degree and go on to law school.

The Pennysaver has 42 part-time and full-time employees. Under Griffiths, the paper added community news coverage.

Employee of month

The *Topeka* (Kans.) *Capital-Journal* started last month to recognize and reward employees who do an outstanding job.

A new Employee of the Month program was announced by Dan Spencer, research and promotion manager.

"The program is intended to reward and recognize those employees that consistently have shown outstanding contributions at their job," he said.

Nominated employees must have been outstanding in one of these areas;

a) Unusual or outstanding dedication to his/her job.

b) Continual constructive attitude toward fellow workers.

c) Demonstrated positive attitude toward the *Capital-Journal*.

d) Strong desire to learn and contribute more.

e) Made a significant contribution in some way.

Monthly winners will receive a complimentary lunch and a check in the amount of \$25.

Multimedia's net earnings climbed 20%

Multimedia, Inc. announced a 20% increase in the company's 1979 unaudited net earnings of \$18,676,000 over 1978 earnings of \$15,601,000.

Earnings per share, after giving effect to the February 1, 1980 50% stock distribution, were \$1.87 for 1979 compared with \$1.57 in 1978. Earnings per share increased 19%.

The Board of Directors had previously authorized a 50% common stock distribution. One additional share will be issued for each two shares of common stock owned on February 1, 1980.

Total revenues for 1979 were \$133,487,000, a 21% increase over 1978 revenues of \$110,630,000. Newspaper operating revenues totaled \$63,118,000, an increase of 20% over 1978 revenues of \$52,470,000. Broadcasting operating revenues increased 21% to \$70,369,000, compared with the \$58,160,000 derived in 1978.

Net earnings for the fourth quarter, ended December 31, 1979, were \$5,537,000, a 15% increase over 1978 fourth quarter net earnings of \$4,808,000. Revenues for the three months, \$38,260,000, showed a 21% increase over the \$31,582,000 of revenues for the same period in 1978. Newspaper operating revenues for the quarter increased 23% over the same period last year, to \$18,393,000 from \$14,925,000. Broadcasting operating revenues, \$19,867,000, increased 19% over the \$16,657,000 from the fourth quarter in 1978. After giving effect to the above mentioned stock distribution, earnings per share for the quarter were \$.55 and \$.48, respectively, a 15% increase.

On January 30, 1980, Multimedia acquired an additional 45% of the stock of AirCapital Cablevision, Inc. Multimedia now owns 65% of the stock of AirCapital which is the franchise holder for cable television for Wichita, Kansas. Multimedia expects to acquire the remaining 35% equity interest later in the year. Multimedia now has cable television interests in nineteen communities in Kansas and Oklahoma presently serving approximately 32,000 subscribers. When the systems are fully developed, they should serve in excess of 100,000 subscribers.

In addition to cable television operations, Multimedia publishes 13 daily newspapers and 23 non-daily newspapers. The company operates 5 VHF television stations and 12 am and fm radio stations. Multimedia Program Productions, Inc. syndicates "Donahue," the "Bob Braun Show" and Young People's Specials. Multimedia now has operations in 17 states, predominantly in the Southeast.

Youths trained in newspapering at Leshar daily

By Martha C. Douglas

"If you won't help train young newspapermen, don't complain if you can't find any!" says the *Boston Globe* ad on the August 11, 1979 EDITOR & PUBLISHER cover.

The *Globe* might have added not only young journalists but advertising sales people, layout artists, data entry operators and secretaries.

Leshar Newspaper's *Contra Costa* (Calif.) *Times*, 25 high school juniors and seniors come each semester to learn work skills. Some are interested in learning about journalism. Some seek training in business or computer skills. Others become involved in advertising or production work.

With the help of a credentialed teacher paid by the school district, the students find their niche and learn entry level skills. More than 80% find jobs immediately after completing the four-month training program. The students are not paid while they are being trained.

How does this program work without reducing staff productivity? The students break into newspaper operation by going through a one-month orientation period in a classroom in the plant. The managing editor explains work flow in the newsroom. The marketing director puts demographic studies in terms high school students can understand. A computer expert points out how use of computers speeds work in the plant.

During this period, students also learn job-seeking skills. They know when they enter the program there is no guarantee of a job. They are taught how to fill out employment forms, write resumes and interview for jobs.

Students then are placed in departments for on-the-job-training. They start out with routine jobs. They learn more complex skills as they prove they are able to handle more responsibility. One supervisor said, "I enjoy working with the students. They also are a tremendous help. There are many routine things we really don't have time to do. The students learn what we do by working with us. Many have come a long way. I wish I had a chance to be in a program like this when I was a teenager."

Not surprisingly, many departments

(Martha C. Douglas, communications and career coordinator for Contra Costa Regional Occupation Program, directs the newspaper training program at *Contra Costa Times* plant. She is author of a new book for teenagers, called *Go For It*, which is based on her experiences directing the program.)

find they can't function as well without the students once the training period is over. Many students are hired. Some come on, after graduation, as full-time employees. Some work evening shifts and go to school during the day. Many have paid college expenses from their wages.

One high school senior hired as a newsroom assistant to rewrite press releases of local organizations said, "This isn't work. It's the most exciting thing I can imagine. I can't believe I'm paid for doing what I want to do more than anything in this world."

Motivated, you bet. The chances are this teenager will continue in the communications media for the rest of his working life. The enterprising student has a file of newspaper clips, a letter from an agent interested in a book proposal and a lead on a script for a television program.

Other students are just as exceptional. One former student paid to edit the in-house paper has her eye on a master's degree in journalism from Columbia. Another former student, still in high school, manages an advertising campaign for several service stations. Several program graduates have advanced through a number of positions at the newspaper toward their goals of being managers. Several without management aspirations are the backbone of a number of departments including display adver-

tising, promotion, ad services, and composing.

The cost of running the training program is minimal. Besides paying for a credentialed instructor, the school district provides books, typewriters and other supplies. The classroom space, equipment and supplies the paper provides are written off as a tax deduction.

Does having students in the plant increase readership among youth? Many of the students' articles are published. They write articles about people in different careers, reviews of high school plays and sports events and occasionally end up on the editorial page. When one student's editorial opposing the draft appeared, her phone started ringing before she left for school and didn't stop for several days.

Publisher Dean Leshar said, "During the last two years of high school, I think students should have a realistic look at the working world. This program provides that. I think the results of the program have been beyond all of our expectations. The students have gained a tremendous amount of knowledge. The program, also, had had a beneficial effect on the entire staff. Not only do we feel we are doing something that is worthwhile, but the students are turning out to be motivated and willing workers. In 10 years, I predict, many of our key personnel and supervisory persons will have come from this program."

PIONEER Profiles

Joe Caraher

Former Publisher

Herald and News

Klamath Falls, Ore.



"Twenty years ago I accepted Jim Scripps' invitation to become editor and publisher of the *Daily Inter Lake* at Kalispell, Mont. This opportunity was followed four years later by a move to Klamath Falls. The challenges faced in publishing a good, community-serving, medium-sized daily are many. It takes confidence of ownership, decentralization of management and an editorial free hand by the editor to achieve any meaningful success. That's my belief and it is the sort of atmosphere I worked in with Pioneer."

"If there has been any success here, I attribute it to good journalism training at Washington State University, strong basic previous experience in daily and weekly newspapers and the outstanding support received from this organization. Plus the hard work of dedicated fellow staffers and craftsmen who are the real backbone of any top newspaper."

PIONEER NEWSPAPERS

Publishing Daily and Weekly Newspapers in Ten States

Corporate Headquarters 131 Mercer St., Seattle, Wa 98109

Press coverage criticized by Pa. lawmakers

A Penn State School of Journalism survey of the members of the Pennsylvania General Assembly found that about 85% of those who responded agreed the press "over-publicizes controversial issues" in the legislature while "ignoring routine legislative business."

More than two-thirds of the members also agreed that the state press is "too negative" in the coverage of General Assembly members.

No category of news media in Pennsylvania was considered by a majority of the legislators as fair or accurate. Daily newspapers were considered least fair or accurate of all news media.

The mail survey was designed and conducted by Professor Robert O. Blanchard and Charles Salmon, a graduate assistant, in October and November and included a 41% response rate (or 105 members) divided almost evenly between Democrats and Republicans, generally reflecting their proportion in the General Assembly. The respondents also represented the membership both in proportion of those from the House and Senate and in years of service.

Although critical of press coverage, nearly two-thirds of the General Assembly members agreed that "there is a good working relationship" between them and the press.

And 60% agreed that Pennsylvania legislative correspondents "help to deter corruption" by acting as watchdogs.

General Assembly respondents who responded distinguished between performance of the legislative correspondents and their bosses—the editors and news directors of the state.

While 62% agreed legislative correspondents "understand how the General Assembly works," only 21% agreed that editors and news directors understood.

A little over half (52%) of the members agreed "legislative correspondents have too much power," while more (60%) agreed editors and news directors had "too much power."

The respondents were split on the issue of press accuracy. Exactly 50% agreed that legislative correspondents and editors and news directors in their district "are usually accurate in their stories about the General Assembly."

The legislators were also divided on a fairness issue. Forty-nine per cent agreed and 51% disagreed that legislative correspondents "favor one political party in their stories about the General Assembly."

They were a little more inclined to think this of their district editors and news directors, however, with 53% agreeing and 47% disagreeing.

Yet, the respondents seemed to give editors and news directors higher marks for helping them "explain their views and actions to the public"—46% of the members agreed. Less than a third (32%) agreed that legislative correspondents did.

Generally, the wire services, radio stations and weekly newspapers received higher marks than daily newspapers for their "accuracy" and "fairness" in covering the General Assembly.

But in no category did a majority of the respondents consider new media as accurate or fair. Pennsylvania news media received the following percentage of excellent or good ratings from the legislators for their "accuracy in covering the General Assembly:"

Radio	47%
Television	45%
Weekly Newspapers	45%
Wire Services (Associated Press and United Press International)	45%
Daily Newspapers	29%
For "fairness" in covering the General Assembly:	
Weekly newspapers	43%
Radio	39%
Television	37%
Wire Services	33%
Daily Newspapers	22%

Some daily newspapers with wide exposure to the legislators received relatively high excellent-good ratings for their "overall coverage of the General Assembly", such as the *Harrisburg Evening News* (62%) and the *Harrisburg Patriot* (62%). These ratings were higher than those for the Associated Press (49%) and the United Press International (44%). Between 77 and 84 of the 105 General Assembly members responding in the survey rated those media.

Other large daily newspapers did not fare as well. The *Pittsburgh Press* received a 28% excellent-good rating, with 51% poor and 21% fair, from 62 legislators.

The *Pittsburgh Post-Gazette* received a 43% excellent-good rating from 62 legislators.

The *Philadelphia Bulletin* received a 50% excellent-good rating from 72 legislators and the *Philadelphia Inquirer* received a 48% positive rating from 80 legislators. The *Philadelphia Daily News* received a 25% excellent-good mark from 57 legislators.

A closer look at the survey returns revealed differences among categories of legislators and their opinions about press coverage of the General Assembly.

Generally, the legislator least critical of press coverage of the General Assembly tended to be a rural Republican in the Senate with more than 4 terms seniority.

Conversely, the legislator most critical of the press tended to be an urban Democrat in the House with less than four terms seniority.

For instance:

1. Republican members were more favorable toward daily newspaper coverage than Democratic members were.

On accuracy, 37% of the Republicans rated daily newspapers positively. Of the Democrats, only 21% rated daily newspapers as excellent or good.

On fairness of daily newspaper coverage, Republicans were 29% positive and Democrats 14% positive.

2. Members representing rural districts were also more favorable toward daily newspaper coverage of the General Assembly than were urban members.

On accuracy, 38% rural members rated daily newspapers positively while 19% of the urban members rated the dailies excellent or good.

On fairness, 30% rural members rated dailies positively while only 13% or the urban members did.

3. Senators tended to rate dailies higher than House members. On accuracy, 40% of the Senators gave a positive rating, with 26% of the House rating dailies excellent or good.

On fairness, 25% of the Senators gave a positive rating, while 21% of the House did.

4. Members with more seniority tended to rate daily newspaper coverage higher than did the members with less than three terms seniority. On accuracy, 35% of the members with four or more terms rated dailies good or excellent, compared to 25% of those with three or fewer terms.

On fairness, 25% of the members with four or more terms rated dailies positively, compared with 20% of those with one to three terms.

Borrows \$12,000,000

To finance the purchase of KHTZ-fm in Los Angeles for \$3,000,000, Greater Media Inc., East Brunswick, N.J., has borrowed \$12,000,000 in notes from Travelers Insurance Co. The remaining \$9,000,000 will be used for future expansion plans by the company, which publishes *East Brunswick Sentinel* and owns WCTC-am and WMGQ-fm in New Brunswick as well as radio stations in Philadelphia, on Long Island and cable tv franchises in Massachusetts.

Dept. store names broadcast agency

Hecht's named Earle Palmer Brown of Bethesda, Md. as its agency to handle creative and media buying for both radio and television, it was announced by Marshall Hilsberg, senior vicepresident for sales promotion, of the Washington/Baltimore retailer. The account, with estimated billings of more than \$2 million, was previously at Byer and Bowman in Columbus, Ohio.

EDITOR & PUBLISHER for February 9, 1980

Would you like to know where that boy stuffed my paper?

By Robert J. Moser

"Could you re-run the September 26th paper for me? I need another copy."

"Hi, honey. This is Mary McGee. I just wanted you to know I'm not there anymore, I'm here now."

"I'm getting married and my mother would like me to get one of those things."

"Hello, can you tell me who carries the paper up over the hill?"

No veteran of a newspaper city room would doubt that more crackpot calls (it could be put euphemistically, but since this is a newspaper trade journal, why bother?) get to the city desk than to any other kind of business or agency in our society. (Radio talk shows have given these folks a whole new world to conquer.)

Newspapers also win the prize for the largest volume of humorous and ambiguous calls; however, many of these don't get beyond the switchboard operator.

Remember Lily Tomlin's dour-faced Ernestine on "Laugh-In?" "Is this the party to whom I am speaking?" she would intone in her anything-but-melodious voice.

Well, in Vancouver, USA, Washington, at the switchboard of the *Vancouver Columbian*, is an operator as unique as Ernestine.

Goldie Glock.

Goldie's been working at the Colum-



Mary McGee

bian for a dozen years and for a big chunk of that time she's been keeping track of some of the more unusual phone requests and comments she hears . . . and having them published in the company's employee publication, "The Occasional Columbian," under the logo "Goldie's Giggles."

• There are double entendres:

. . . Would you like to know where that boy stuffed my paper?

. . . I've had one in there quite awhile and it doesn't do any good.

. . . My husband was killed in August and I would like to put in a thank you note.

. . . We had a baby last Thursday and it never came out.

. . . How much do you charge for get-
(Continued on page 56)



. . . Would you give me the number of the Canadian Mounted Police?

. . . I'd like to put a quit on my paper.

. . . Could I talk to the person who wrote the article on page 9?

. . . I'd like a small byline on the front page.

. . . Do you know where they put the babies born on July 9?

. . . Is this Tuesday or Wednesday?

. . . I'd like to put a notice in the paper of a man that passed away and moved to Seattle.

. . . Would you connect me to somewhere, I've got to talk to someone?

. . . I'm sorry, I either dialed wrong or my finger stuttered.

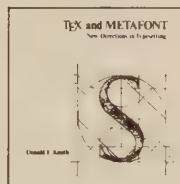
. . . I want to tell you your obits are sure cold.

. . . Who's in charge of the wildlife around here?

. . . Are you the lady I talked with about a year and a half ago?

. . . I don't remember the department I want, can you name a few?

Donald Knuth's **TEX** and **METAFONT** systems are going to change the type-setting/publication world. We thought you'd want to know about it.



TEX and METAFONT, New Directions in Typesetting by Donald E. Knuth describes the results of two years' research in typesetting. Originally designed for use in setting technical—primarily mathematical—text, TEX represents a unique and powerful achievement whose concepts are applicable to all computerized typesetting. METAFONT is a system for design of alphabets suited to implementation on raster-based devices. It permits the designer to give a completely precise definition to an infinite variety of typefaces.

TEX and METAFONT embody significant improvements in typesetting that will benefit

- the scientific and technical community. TEX is the best solution yet to the problems of complicated mathematical and technical text.
- the typesetting/publishing industry. TEX holds out the prospect of further reducing cost and time problems while producing beautiful text.
- suppliers of typesetting equipment. TEX represents a broadened capability that is available for incorporation into any proprietary system.

Foreword by Gordon Bell. 360 pages, illustrated, indexes, paperback (ISBN 0-932376-02-9) \$12.00*. Ten percent discount for two or more copies. Shipping and handling charges will be added to orders not prepaid. Please remit to Dept. TMA, Digital Press, Educational Services, Digital Equipment Corporation, 12-A Esquire Rd., N. Billerica, MA 01862.

*Prices apply U.S. only. Contact the nearest office of Digital Equipment Corporation, Education Services for price outside U.S.

digital
Digital Press



Look where a lot of our 1979

These newspapers all placed orders for Goss presses in 1979. When you realize that they represent just a sample of 1979 Goss press orders from this Asia/Pacific area — Japan (Kon-nichi Shimbun, Akatsuki Insatsu Co., Yamagata Shimbun, Shimotsuke Shimbun, Asahi Shimbun, Kobe Shimbun and Tookai Shimpō), Taiwan, Hong Kong, Sri Lanka, Thailand, Malaysia, Indonesia and Australia — you might conclude that we have little competition. Not so. On an international scale, our competition is the world.

On other scales, however — press features, system flexibility, quality, service, speed — you could say we

have no competition. That must be why we have an overwhelming market share in this area. And why 32 Asia/Pacific-area newspapers, in 1979 alone, ordered a total of 125 units of Goss presses.

The 75,000 pph Goss Metroliner — the press that made offset possible for large-circulation dailies. 180 worldwide installations; 1,844 Metro units and growing — and the list of users reads like a *Who's Who* of newspapers. The Goss Metroliner family is available in three distinct feature combinations, tailored to suit specific needs. All are designed to fulfill high production requirements with minimum waste, low operating

costs and the finest print quality possible from a 4-page-wide press.

The fully automated Metroliner offers a choice of cutoffs (546 mm, 560 mm, 578 mm, and 598 mm), of folders (3:2 or 2:1) and of RTPs (two- or three-arm reels). A tailored arrangement of halfdecks and dedicated 4-color units assures the flexibility necessary to place color virtually anywhere in the product.

The 25,000 pph Goss Community SSC — the world's most popular single-width web-offset press. Almost 10,000 Community units are in operation worldwide. Goss now offers a whole line of Community presses designed for a dual role.



press orders came from.

All offer the versatility, reliability and operating economies demanded by publishers and printers to enable them to handle a wide range of work. And they incorporate the construction and operational advantages which have been acclaimed throughout the world.

Goss Community presses are available in four different cutoff sizes (546 mm, 560 mm, 578 mm, 630 mm), different printing unit configurations, and with a range of folder options and accessories. A special advantage of all Community presses is the range of features available to aid in the production of quality, multicolor work.

The 50,000 pph Goss Urbanite — another favorite of printers and pub-

lishers, as evidenced by the 4,000 units installed worldwide. This single-width, semicylindrical press is designed specifically to meet the varied production needs of medium-sized dailies and large-circulation weeklies. It can be equipped with a 3-color unit which, together with one standard unit, produces a web with four colors on one side and spot color on the other.

The New 40,000 cph Goss Signature HV — this horizontal-vertical press was designed for multiple use. Its unmatched speed of 40,000 cph is made possible by a patented Goss innovation — the vibration damping design. The press is equipped with a superior

100 to 0 inking system, a new specially designed 2:2 jaw-type folder with three modes of folding and many other new features.

For more information, contact Goss Newspaper Printing Products, Graphic Systems Division, Rockwell International, 3100 S. Central Ave., Chicago, IL 60650. Phone: 312/656-8600.

The Goss systems solution to printing production.



**Rockwell
International**

...where science gets down to business

Newspeople in the news

JACK JOYCE, managing editor of the Gainesville (Tex.) *Daily Register*, has retired; city editor LARRY GITTINGS has succeeded Joyce; BETTY STEPHENSON, regional editor, was promoted to assistant editor.

* * *

The following changes were announced by the Palo Alto (Calif.) *Peninsula Times Tribune*:

THAD SPINOLA has become assistant managing editor, assuming some of the responsibilities of the present managing editor, JACK SILVY. Both Spinola and Silvey share the title and duties of assistant managing editor. RON GOBEN, former city editor, was promoted to news editor. TOM BREEN, who was sports editor, has become city editor. Deputy city editor BILL SHILSTONE is his assistant. In a related promotion, JOHN JURGENS became assistant city editor. LEONARD KOPPETT moved to the position of executive sports editor. The new sports editor is BILL HARKE. MIKE MEYERS, deputy city editor, was promoted to wire editor.

* * *

DONOVAN M. KRAMER, Sr., Casa Grande Valley Newspapers, Inc., and White Mountain Publishing Company, was elected president of Arizona Newspapers Association.

JACK W. HOFFMAN, ROLAND PETERSON, AND MICHAEL PREVILLE, three longtime staff members of Sliger Home Newspapers, Mich., were appointed directors of the weekly newspaper group. Under the new management set-up Hoffman, assistant to the publisher and managing editor of the Northville (Mich.) *Record*, became publisher of the *Record*, *Novi-Walled Lake News* and *South Lyon Herald*. Peterson, managing editor, the *Brighton Argus* and *County Argus*, of Livingston County was named publisher of the Livingston County publications. Preville, ad manager, Northville *Record*, was promoted to director of advertising for all Sliger papers.

* * *

BECKY LOFSTEAD, 25, former public relations director at Fairmont (W. Va.) State College, was named promotions and public relations director for the Morgantown (W. Va.) *Dominion Post*.

* * *

GEOFFREY T. WHITE, classified ad manager, Iowa City (Iowa) *Press-Citizen*, was named ad director. ROBERT R. DOREO, formerly assistant production manager, Poughkeepsie (N.Y.) *Journal*, was named production manager.



NAMED—Paul E. Kritzer, 37, associate general counsel and assistant secretary of the Des Moines (Iowa) *Register and Tribune Company*, was named editor, publisher and vicepresident of the Waukesha (Wis.) *Freeman*, which was purchased by the Register and Tribune last year. Henry A. Youmans, Jr., retired as publisher, but maintains his position as chairman of the board. Stephan Ingham, vicepresident of the Register and Tribune in charge of Newspaper operations, was named president of the Freeman.

GENE CUDSWORTH, 34, was named general manager, Northfield (Minn.) *News*.

* * *

THOMAS G. TOFTEY, high school journalism instructor in Madison, Wisconsin and a former free lance writer, was named news bureau director, for the Menninger Foundation, a center for psychiatric treatment, education and research, in Topeka, Kansas.

* * *

W. PAGE THOMPSON, who at one time served as vicepresident, advertising director of *Family Weekly*, has joined *Co-ed Magazine* as director of advertising.

* * *

DOROTHY HOZIE, society editor, *Streaton* (Ill.) *Daily Times-Press*, was named city editor, succeeding LYLE KENNEDY, who has been promoted to editor.

* * *

CARL WANEN, midwest ad manager for *Barron's*, a Dow Jones publication, was appointed an associate ad director. KAREN QUINN, an ad sales representative in Chicago, was named Boston ad manager.

* * *

JOHANNA SELTZ, 29, an award winner in spot news writing from UPI, was appointed state editor, *Quincy* (Mass.) *Patriot Ledger*.

* * *

BOB HEVENOR, executive director, New York Press Association, left to join the staff of Emory University's capital campaign in Atlanta, Ga.

"The person you describe is the person we'll deliver"

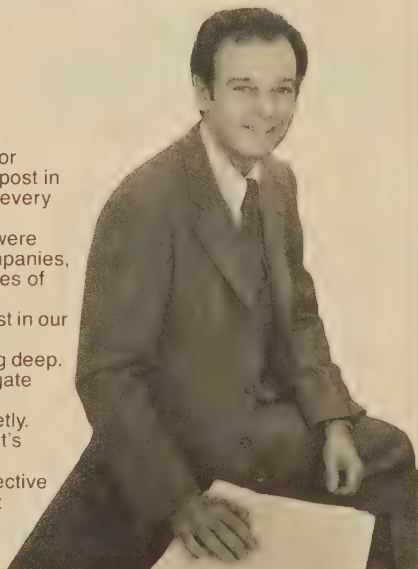
It's not a slogan.
It's our track record.
We've successfully recruited for virtually every kind of executive post in broadcasting and publishing. At every level.

The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

Our clients tell us we're the best in our field.

We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.

And we do it all very, very quietly.
If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.



Joe Sullivan & Associates, Inc. Executive Search and Recruitment

1270 Ave. of the Americas, New York, N.Y. 10020 (212) 765-3330



ARTISTIC PUBLISHER—A Grandma Moses he isn't—and he'd be the first to admit it—but Hal Cunningham, 21-year publisher of the *Llano* (Tex.) *News* gets a lot of fun and relaxation out of his oil painting in spare moments, which are few. Treasurer of the Texas Press Association for his fifth term, Cunningham says he prefers landscapes for his creations rather than people and animals. Nature subjects are "out" for, as he says it, "the leaves would be off the trees before I got through."

Before buying the *News* he was news editor of the *Kerville* (Tex.) *Mountain Sun*. Photography is one of his hobbies as are swimming, hunting and fishing.

STEPHANIE FULLER, feature writer for the *Chicago Tribune*, was elected president of the Chicago Press Club. She is the first woman to hold the post in the club's history.

STANTON R. COOK, president of the Tribune Company and publisher of the *Chicago Tribune*, was named vice chairman of the Federal Reserve Bank of Chicago.

DON DEBAT, real estate editor of the *Chicago Sun-Times*, won first place in the newspaper category of the Golden Hammer Awards, sponsored by the National Association of Home Builders. DeBat took the prize for a series entitled, "Whatever Happened to Affordable Homes."

ALLAN CROSS, regional manager of newspapers for Atex Inc., was named production manager of the *Dallas Times Herald*. Cross will be responsible for all composing and pressroom activities. DeWayne Fletcher, production manager since June of 1977, will continue in the role of managing systems, building and maintenance and special projects.

CHUCK DAVIS, formerly *Duncan* (Okla.) *Eagle* sports editor was named managing editor.

JOHN J. MCCARTHY, vicepresident/administration of Dow Jones & Co., Inc., and with the company for 34 years, will retire at the end of the year.

GEORGE A. PARK, JR., former operations manager of Gannett's corporate headquarters in Rochester, has joined the *Canandaigua* (N.Y.) *Daily Messenger* as assistant to the publisher. **THOMAS R. MILLER**, general manager, has assumed the added post of marketing director.

KENNETH E. WILSON, editorial systems editor, *San Francisco* (Calif.) *Chronicle*, was appointed executive news editor.

THOMAS M. BELIAN, project engineer, *Detroit* (Mich.) *News* was named assistant computer systems manager for project development.

WALT TAYLOR, news editor, *Los Angeles Times* San Diego edition, was named executive news editor of the *Times'* metro desk, succeeding **JIM WILSON**, who was named photo editor.

ANTHONY PERRY, former reporter, *Riverside* (Calif.) *Press Enterprise*, is now with the *San Diego* (Calif.) *Union*. **MICHAEL LOPEZ**, *Union* reporter, was named assistant city editor, *Stockton* (Calif.) *Record*.

SOREN W. NIELSEN, city editor, *Binghamton* (N.Y.) *Sun-Bulletin* was named managing editor. **JEFF DAVIS**, political reporter, *Binghamton* (N.Y.) *Evening Press* was named editorial page editor.

TIM ZORN, education reporter, *Michigan City* (Ind.) *News-Dispatch*, was promoted to State editor. **HENRY LANGE**, police reporter, is now a feature writer. **JOE PIXLER**, copy editor and special sections editor, succeeded **DEBBY HARTZ** as *Lifestyles* editor. Hartz left to become food editor of Paddock Publications in Chicago. **KATHY REVOR**, business writer, is now a police reporter. **CATHY URBANSKI**, typist, was promoted to business writer. **KAREN VOGT-BROWN**, returned to the *News-Dispatch* as a copy editor and *Lifestyles* reporter.

TOM GOLDSTEIN, 34, former *New York Times* reporter, was appointed press secretary to New York City mayor Edward Koch.

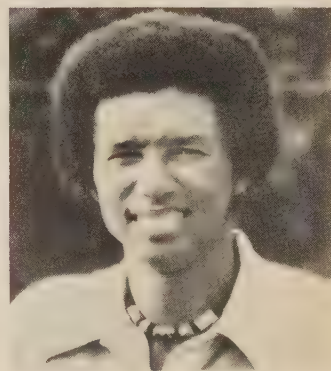
JEFF BEEBE, assistant managing editor, *Ellsworth* (Maine) *American*, has joined the *Bath-Brunswick* (Maine) *Times Record* as city editor.

PENNY SADD and **LINDA PINETTE**, advertising staff, *Manchester* (Conn.) *Evening Herald*, were named retail ad manager and promotion manager, ad department, respectively.

(Continued on page 46)

Announcing a new every-other- week column on sports by Arthur Ashe

Beginning Saturday, March 1



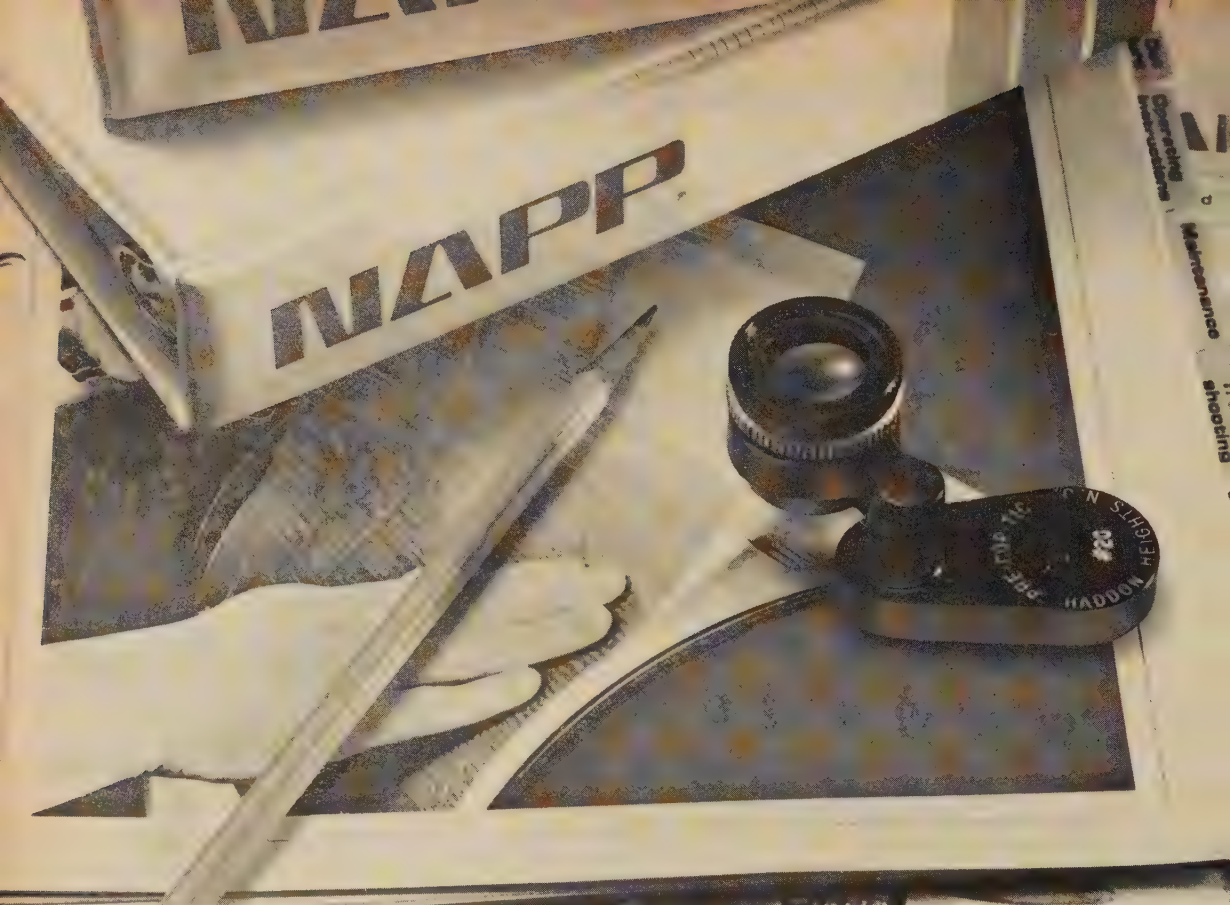
Opinions from one of the most articulate and provocative persons in the sports world

Whether writing about his personal health problems or international athletics, Arthur Ashe is consistently interesting. For two years now, his pieces in the sports pages of *The Washington Post* have generated remarkable reader reaction. His column is a broad-gauged, highly personal look at the sports world and is not exclusively about tennis. Ashe writes every word of the column himself, and syndication will continue after his return to tennis following successful heart surgery. Ashe is an exceptional human being whose views will gain a loyal readership this Olympic year and beyond.

For rates and availability, please call collect or write Al Leeds, (202) 334-7131. The Washington Post Writers Group, Washington, D.C. 20071.

The Washington Post Writers Group

A syndicated service from The Washington Post



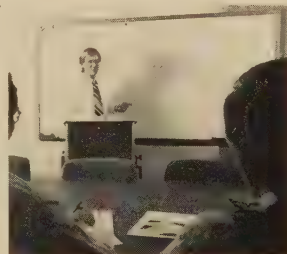
Responsibility. It's the NAPP difference.

Before you can make the most of a processing system, you have to understand it. Inside and out.

That's why we invite our customers to get "hands-on" experience at our NAPP training center in San Marcos, California. Each four-day training session covers the entire production sequence, from selection of original art through platemaking techniques, with an emphasis on quality control.

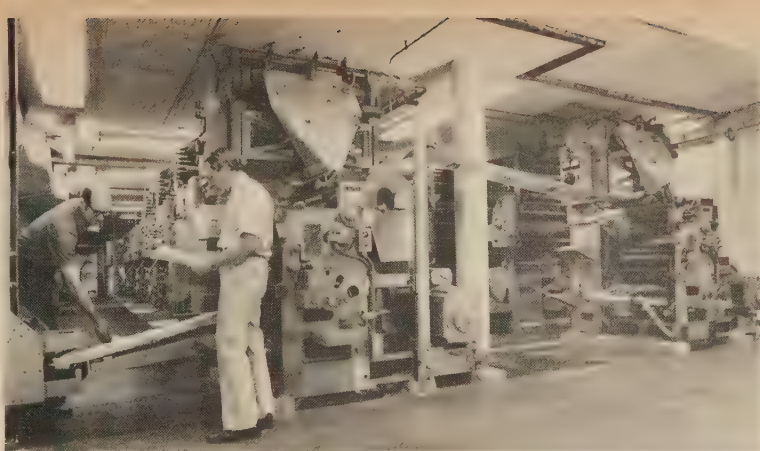
Our training center insures new customers of a smooth, efficient transition to NAPP equipment, while offering our established customers a readily available "refresher course."

Responsibility. It's what sets NAPP apart from the rest.



NAPP

Letterpress plates making headlines around the world.



BASEMENT pressroom at the *Lodi* (Calif.) *News-Sentinel* called for this twinned arrangement of a 12-unit Rockwell-Goss SC Community press. Fred Weybret (right), publisher, checks printing quality with Richard Tansley, press foreman.

Basement press twinned in tight fit dilemma

Got a space problem? Certainly it was the dilemma facing the *Lodi* (Calif.) *News-Sentinel* and there was little room for maneuvering and few options.

The 13,350-circulation daily needed a new press for its conversion to offset, a change that was planned many years ago. The obvious site for the press was the tight basement of the paper's ten-year-old building, but this posed a set of special problems which required careful answers. Management was aware that any miscalculation could seriously jeopardize the whole plan.

So this is the story of the background, the innovation, and the solutions to the *Lodi* newspaper's predicament: How to fit a Rockwell-Goss SC Community press into a limited space.

"We are not exactly a Johnny-come-lately in turning to offset," explains Fred Weybret, publisher and editor. "We changed to phototype seven years ago, to news terminal operation three years ago, and 1979 was our target year for offset conversion.

"It was planned this way. Our financial posture was right and there was money on the books specifically for a new press. We have other logical steps, but that is another story."

Since the paper always had printed in the basement of the plant (on a Duplex tubular letterpress) it was logical that the 12-unit SC Community could be installed in the space vacated by the older eight-unit model.

"As you know, the SC is designed to be operated in a straight line mode with the folder in the middle," notes the publisher. "The problem was that we lacked the room length for this kind of set-up."

though. One was to build a ground-level pressroom on land now devoted to employee parking. But then more land would have to be acquired for parking, a landscaped lot (to meet city code) built, and the basement left unusable.

Another approach (the one followed) was to configure the press into two six-unit lines; in effect, the twinned arrangement of an SC Community.

The basement space measures 30'x84', of which the immediate problem was its narrow width for a twinned press. With some supporting ideas from *News-Sentinel* staff members, Rockwell-Goss undertook the job of making minor engineering refinements while the paper began planning for the installation.

Among the major problems was how to remove the old press units from their cramped basement quarters and bring in the new SC units. A further complication was the necessity to keep publishing while the installation work was in progress.

Weybret makes the solutions to the *Lodi* paper's plight sound almost routine. "It was decided to remove half of the old press (four units) first and replace it with half of the Rockwell-Goss SC (six units). When half the old press was taken out we prepared the floor for half of the new one.

"We planned to put as much of the drive parts as possible (cross drive shaft, gear boxes, etc.) under the floor for a clean installation without obstacles. We wanted a clear corridor between press lines to permit unimpeded materials and worker movement. Access to the drive parts is easy, simply by removing steel plate covers.

"Press units were lifted in and out of

the basement by a crane, which was positioned next to the building. We cut a hole in the roof, dropped the cables through it, and directed the lifting by signals to the crane operator. Access to the basement was through the shaft used for lowering newsprint rolls to the presses. Once a unit was lifted out onto the ground floor it was taken outside by lift truck."

When the first new press line came on-edition, the second old line was dismantled. During the three months' work the paper was either letterpress or offset, depending on which line was intact. Says Weybret, "It was indeed a trying period. We had to use double runs, but always maintained regular press times for the second section."

The *News-Sentinel*'s changeover to offset meant other plant modifications. The major one was to move the mailroom from the basement to a first floor location. "We had more space available there," states the publisher, "which was gained from the composing room when it went to cold type."

The pit under the old press was no longer necessary, so it was filled with sand. The old motor pit was retained and is used to house the tank, pumps, and mixing supplies for the fountain solution recirculating system. The 1,300-gallon ink tank required a new pump for pumping the heavier offset ink to the fountains. Finally, the former had to be modified to clear the 9'3" ceiling.

Weybret expresses satisfaction with the overall project. "At times we faced a quandary," he recalls, "but someone always came up with a solution. I think our experience shows you can overcome obstacles to fitting a larger new press into your existing plant. All the physical changes we made were inside the building.

"We liked the advantages of a two-line configuration and the availability of a back-up folder. When Rockwell-Goss advised the SC Community could be installed as a twinned press, the decision went to this model.

"The main advantages of the SC are the two-page jump increments and the heavy-duty folder. The first point means a savings in paper; the second is that we can fold up to a 36-page paper.

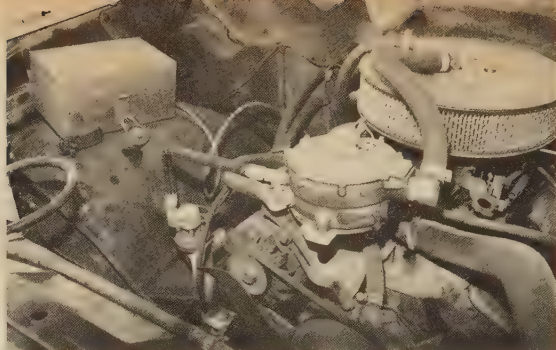
"Then there is the matter of speed. The SC press is rated at 18,500 pph, but will run faster if we wanted it.

"Finally, there is the growing demand for color and we're averaging about ten such ads per week. This was the rationale behind our buying 11 black and white units (the 12th is a three-color unit). On certain days we've used eight units for black and white and three for color. The Universal Offset unit has been used for editorial process color with creditable results and we feel some advertisers may be sufficiently impressed to use a full-color ad."

(Continued on page 44)



ONE of Capital Newspapers' delivery trucks awaits a propane gas fillup at the pumping station.



A PROPANE CONVERTER, front, joins a conventional gasoline carburetor under the hood of one of the 30 trucks converted for the use of Propane fuel.

Energy-saving devices installed

The 1981 national budget calls for \$8.7 billion to create new sources of energy and conservation of existing energy.

At the Hearst Corporation's Capital Newspapers plant in Albany, New York, (home of the *Times-Union*, *Knickerbocker News* and the *Suns*) energy and the conservation of energy has been of prime concern throughout the decade of the 1970's.

For instance, "Capital Newspapers" entire fleet of trucks (30 in all) are in the process of being converted to propane liquid fuel, a by product of the gas refining process.

Why?

Back in 1978 when gasoline was 67¢ a gallon, all indications pointed to a shortage of gasoline and inflationary prices. The indications were correct. Gasoline is now over \$1 a gallon and rationing doesn't appear to be too far in the future.

Capital Newspapers decided to switch rather than fight.

First, a 15,000 gallon Propane tank was purchased and then mounted on concrete piers well away from our main building. It is equipped with a pump, meter and unloading riser. The tank is

enclosed with a wire fence and is illuminated for night use.

After the installation of the conversion kit to the engines, and a special tank, our trucks now carry 22 gallons of propane gas. The trucks have more than doubled their range as they are able to switch over to regular gas with the turn of a valve. Or, "Dual Fuel".

Besides saving Capital Newspapers thousands and thousands of dollars each year, there are many other plus factors.

1. Propane is clean burning and expels no pollutants into the air.

2. It has a higher octane—over 100 octanes—and provides better engine performance, less oil changes and fewer tuneups.

3. No pilferage—impossible to siphon off gas.

4. Accountability—trip tickets print-out at the pump, method to keep track of total gallon usage.

5. Less fuel cost escalation.

6. Abundant supply, now and in the future.

7. Less of a hazard than gasoline.

8. Back up pumping facilities—the trucks can be fueled by a local pump

truck if the main pumping station breaks down.

But switching to propane fuel wasn't the only energy conservation move made by Capital Newspapers.

Energy and money was saved with the installation of the IBM System 7 computer for power management.

This unit will turn off in sequence any one of the 40 motors and pumps in the building with a load greater than 10 horsepower. The System 7 computer works off a timing device which shuts down motors and pumps at predetermined intervals. System 7 has saved many thousands of dollars, too.

Some of the less exotic forms of energy conservation employed by Capital Newspapers but just as effective are as follows:

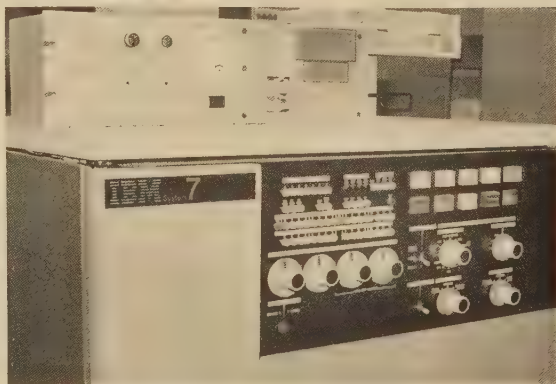
1. Replaced all existing 40 watt fluorescent lamps as they burn out with 35 watt lamps. The results in an electrical saving with an insignificant loss in lumens at desk level. There are 4,000 lamps in the building.

2. When replacing floor tiles and repainting walls, we select brighter colors for light reflection to reduce the number of light fixtures previously required or reduce lamps per fixture by 50 per cent.

(Continued on page 41)



LESS WATTS but so what. All lamps in building have been reduced from 40 watts to 35 watts with no appreciable change in illumination.



THE SYSTEM 7 computer is hard at work monitoring and turning on and off some 40 motors and pumps throughout Capital Newspapers' plant.

(Continued from page 40)

3. All single pane windows have been replaced with thermopane to reduce heat loss during the Winter and cooling loads during the Summer.

4. Fans have been installed in areas with high ceilings (paper storage) to recirculate heat to floor level.

5. All open blocks under steel window sills have been insulated.

6. We have insulated paper storage room walls to reduce heat loss.

7. Electrically heated air curtains have been installed on conveyor windows and unloading doors to prevent heat loss.

8. The loading docks have been enclosed shielding them against wind and cold air.

9. We have installed a dry pipe or anti freeze sprinkler system to eliminate heating or warehouse space.

10. Heat recovery tanks have been installed on computer room air conditioners to supply hot water from hot compressor gas. This also eliminates 60% of the compressor running time.

11. Cooling the oil in the building chillers with water produced by the chiller, eliminating the use of city water. This results in a saving on the sewer tax which is computed by water use.

12. We have installed an electrostatic water treatment unit for the air conditioning cooling towers. This eliminates the yearly chemical cost and tower water use as well as eliminating any pollution caused by treatment chemicals.

13. Building temperature controls have been modified to reduce heating and air conditioning demand. Building design supplied three boilers at 480 kilowatts and two chillers at 300 HP each. During the last two years we have used one boiler down to zero degrees outside temperature and one chiller up to 85 degrees outside air temperature.

14. The building control system runs in a summer mode during the Winter to eliminate the use of outside air to cool the building on warm days. Ventilation dampers are left at 100% open for employee comfort.

Dual fuel system for delivery trucks

Pittsburgh Press Co. is converting their fleet of 180 vehicles to dual propane/gasoline fuel system that service the *Pittsburgh Press* and *Pittsburgh Post-Gazette*.

The conversion includes IMPCO and Beam Carburation kits for 6 and 8 cylinder engines, 30 gallon fuel tanks on each truck, two 18,000 gallon underground storage tanks, pumps, meters and tanker unloading stations for each storage tank, and safety sensors at storage tanks and inside repair garages.

Natural gas used for fleet vehicles

The *Columbus* (Ga.) *Ledger and Enquirer* will use natural gas for part of their automotive fleet of 22 vehicles.

The installation of a simple conversion kit permits a vehicle to operate on either natural gas or on gasoline by using a dash-air selector switch. The kit consists of fuel storage tanks, a gas-air mixer attached to the regular carburetor, pressure lines and regulators and the selection switch.

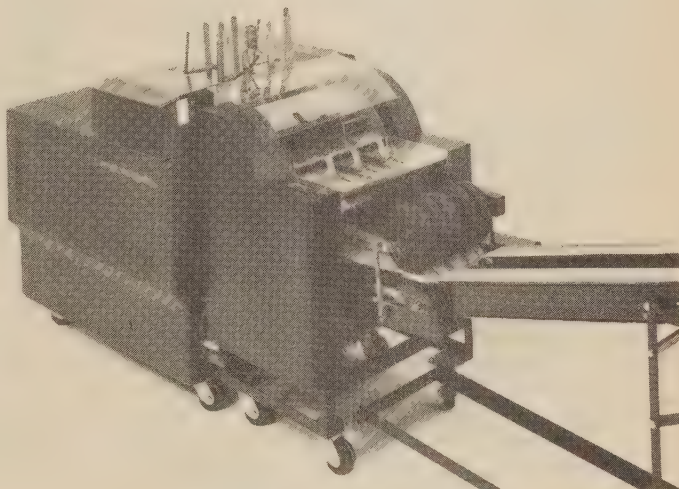
A compressor will draw natural gas from a main line and compress it into storage tanks. The compressed natural

gas can then be transferred into the vehicles.

The average cost of natural gas is about .32¢ per gallon with mileage efficiency remaining the same. The storage tanks for natural gas are limited to about 10 gallons, but when the supply is exhausted, the driver can switch to gasoline.

An in-depth study of the feasibility of converting a number of over-the-road vehicles to a dual fuel system (gasoline/compressed natural gas) was made by The *Ledger and Enquirer* Newspapers along with representatives from Knight-Ridder Newspapers Research/Production Division and Phillips Engineering of Clearwater, Florida.

Quarter-Folding Manually? There is a Less Expensive Way.



The Stepper Quarter-Folder.

If you're spending too much money for labor to quarter-fold your total market coverage publication, check into a Stepper Quarter-Folder. Its low price and durable design make it a cost saving choice for small, yet costly, quarter-folding jobs.

The Stepper Quarter-Folder is a free-standing unit. It is compact so it only requires a minimum amount of operating space. After a job is finished, it can be rolled away for storage.

Tabloids and broadsheets can be processed by the Stepper Quarter-Folder at a rate of up to 7,000 an hour. A programmable batch counter adds each paper quarter-folded until it adds and kicks that paper aside which equals the number dialed on the counter. The "kicked" paper identifies the end to a batch of papers moving up the quarter-folder's conveyor.

Please send your inquiries about the Stepper Quarter-Folder to the address listed below. Or, call us at (913) 782-2580.

P.O. BOX 103
OLATHE, KANSAS 66061

Stepper
ASSOCIATES, INC.

Washington Post buys bundle handling unit for satellite plant

Washington Post has recently signed a contract with EDS-IDAB, Miami, for a comprehensive News-Sort bundle handling and distribution system to be installed at Springfield, Va. Scheduled for startup in the fall of 1980, the new satellite plant will initially house two presses and three inserters delivering to 12 truck positions.

The new facility will include a two-floor packaging and processing area, the first floor devoted to inserting, the second processing ROP newspapers. Two separate EDS-IDAB News-sort "tilt-tray" systems will handle output from the two floors to deliver bundles selectively to trucks.

The system utilizes an endless train of trays attached to cast aluminum carriages, each supported on six resilient wheels captured within a formed steel channel. While in motion through mailroom to dock, each tray is assigned a position in a computer tracking system, its exact location updated through a sensor located ahead of all truck positions. At the appropriate truck position, a device is energized to tilt the tray causing the bundle to slide off the tray onto the associated truckloader.

Each system will backup the other through use of auxiliary conveyors. This backup philosophy has been followed in all phases of both hardware and control applications.

The computer controls for the two systems are essentially identical and interchangeable, each system capable of simultaneous limited control of both systems in backup operation. Dual entry to the ROP tray system is provided from two stackers for each of the presses. Each press can bypass the operating (or not) News-Sort system completely, delivering high density loads to two trucks each. Timing signal generators and sensors are duplicated. A UPS system (normally supplied by EDS-IDAB) will be provided by the Post Co. to handle power transient or outage conditions.

Two recent trends have developed in mailroom system and equipment design. First, computer equipment will be broadly applied for monitoring and control purposes but, more important, certain computer peripherals will be located in the work areas. For instance, at several tying line locations, video displays utilizing 1" high characters will advise local line personnel the size and designation of key bundles to process onto the tray distribution system. These bundles will be automatically delivered to the designated truck together with the standard bundles it is to receive from other tying lines.

Secondly, an increase in direct com-

munication with the truck driver is evidenced in Truckload Monitors located at each truck position. Upon arrival at a truck loader, the driver dials in his four-digit code plus a cross check number assigned to him for the day. Upon being confirmed by the computer, discrete indications of loading condition (standby, loading, complete) will be displayed to the driver together with route number and the quantity of bundles to be delivered.

Reverse plate side used as dummy

Offset newspapers can save monies when running color by using as dummies, the reverse side of discarded aluminum plates.

Montgomery (Ala.) Advertiser and Journal saves about \$20 a day using this technique, according to Wilburn Davis, pressroom superintendent.

Davis said the first approach was to crimp the discarded plates and install them as dummies but the untreated reverse sides of the plates were more ink-receptive than water-receptive and tinting developed.

The problem was solved by putting the discarded plate through a processor to develop and gum the reverse side. This process cleans the plate and makes it water-receptive. Davis said the discarded plate is run as a dummy for one shift.

New typesetter sold to Swiss firm

Autologic has sold approximately \$9,500,000 in typesetters and related products to Bobst, S.A., of Lausanne, Switzerland.

Nicholas DiPadova, president of Autologic, said the typesetter was a modified version of the APS-Micro 5 high-speed digital unit designed for the small to medium sized newspapers.

The units for Bobst, S.A.'s Bobstgraphic division will be marketed and sold world-wide by Bobst as part of an integrated text editing composition system.

Delivery of the typesetters will begin in June 1980 and extend over a three-year period. The contract also provides for Autologic to supply digitized typefaces to Bobst for licensing to Bobst customers.

Plate processing system acquired

Cleveland Plain Dealer has purchased four Titan plate processing systems from NAPP Systems (USA).

Each Titan system is capable of producing up to 120 photopolymer Titanplates per hour, using one operator.

Plain Dealer first converted to NAPP equipment in 1978.

Copy system supports 2-way remote units

Harris Corporation, Composition Systems division, has introduced a new model of its 2500 series Copy Processing Systems, designed to provide large system benefits to smaller newspaper users.

The new 2537 Total Copy Processing System has 256K MOS memory and supports up to 26 editing terminals, including two-way, remote units.

The HNS2/Release IV, the newest Harris software program introduced at ANPA 1979, can provide users with capabilities for multicolumn output and page mark-up.

Modular Make-Up permits editors to assign number of columns, column depth and amount of spacing to a multi-column story. The story may then be typeset or positioned on the page for bursting to the typesetter.

The Page Mark-Up feature allows operators to assign single and multicolumn headlines and stories to their horizontal and vertical position on the page, after which the entire page of news copy may be burst to the typesetter.

The single-rack 2537 supports all editing, wire, classified and display ad functions, has 32 input/output ports and includes one 66 megabyte data base, standard. The unit may also be used to expand an existing 2500 system installation.

Harris has four other models of the 2500 Copy Processing System, including the Harris 2545, which supports up to 48 terminals, and the dual processor 2565, which supports up to 96 terminals. Also available are the 2540 and 2560 systems.

Students to intern at Wall St. Journal

Wall Street Journal has invited four universities to nominate students for a graphic arts summer internship program at the Wall Street Journal.

The schools invited are the Rochester Institute of Technology, California Polytechnic State University, Western Michigan University, and West Virginia Institute of Technology.

Interns will be selected on the basis of academic achievement, experience in the field of graphic arts, interest in newspaper production as a career and good judgement and common sense.

Each intern will be paid a weekly salary and will receive a \$500 scholarship at the completion of the summer's work.

Format change

Eight-column newspaper format has been changed to six-column at the *Hartford Courant*. In addition, advertising is now appearing in nine-column format.

EDITOR & PUBLISHER for February 9, 1980

Door-to-door delivery to give way to cable

"Goodbye (Almost) to Newsprint" is the title of the report from the Journalism Resources Institute at Idaho State University. It deals with delivery of news direct to the consumer by electronic means.

"The door-to-door newspaper had better be getting ready for retirement," writes Thomas L. McPhail, associate professor of journalism at Carleton University. During the next decade, he writes, certain newspaper services slowly will be transferred to a computerized cable-delivered system.

But while the transition will take time, everything exists off the shelf today to develop interactive information systems, and equipment such as that for teletext already is in limited use.

"Who will own the information system?" is one of the critical questions, McPhail writes, a question also raised recently by Louis Uchitelle, business news editor for the Associated Press. He told the Associated Press Managing Editors convention in October that "we are offering to work with newspapers to help develop the computer hardware and software for an information retrieval network." A major step will be the first news wire ever developed just for electronic retrieval, scheduled to be on line March 1.

"The economic health of the newspaper industry might be at stake" in decisions about home retrieval, Uchitelle said. His address to APME is reprinted in the Journalism Resources Institute Bulletin. A copy can be obtained by sending \$1 to help the non-profit institute with expenses. The address is Box 8242, Idaho State University, Pocatello ID 83209.

L.A. Times buys small diesels

Sixty GMC diesel powered trucks (18 mpg) have been purchased by the *Los Angeles Times*, to replace a like number of gasoline powered Chevrolet one-ton window vans (8 mpg), used in circulation street sales delivery. The change will contribute to an annual fuel savings of \$72,360, and a net reduction in Times energy consumption of 62,500 gallons per year.

Scrip offering

Autologic has announced a special Scrip offering (Jan. 1, to Mar. 31, 1980) for purchases of APS-5, APS-5U, and APS-5-100 typesetters in the amounts of \$10,000, \$15,000 and \$20,000 respectively.

The Scrip may be applied to purchases before July 31, 1980, of other Autologic equipment, service and fonts.

EDITOR & PUBLISHER for February 9, 1980

Scholarships awarded to 2 newspapers

LogEtronics announced a special award to Journal Newspapers of Springfield, Va., and *Cedar Rapids (Iowa) Gazette* in appreciation of their cooperation in the development and field testing of laser platemaking equipment for the newspaper industry. The award consists of one-year scholarships to the graphic arts schools of their choice.

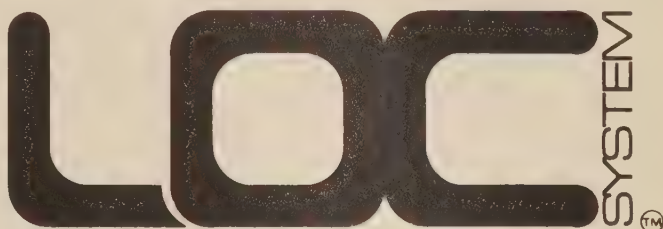
The prototype laser platemaking equipment has been transferred from the Cedar Rapids Gazette to a newly established test and development center at LogE's facility in Springfield, Virginia. The equipment will be upgraded and used in further development work with direct plate exposure of fused plates and related laser platemaking technology.

Agency named

Fahlgren & Ferriss, Inc., Cincinnati, was named advertising agency for Andis Company of Racine, Wisconsin, 58-year-old manufacturer of a full line of hair care appliances. Billings are expected to be in the high six figures. Previous agency was Bozell & Jacobs.

Own gas supply

The *Grand Island (Nebr.) Independent* is prepared for a spot shortage of gasoline. The Stauffer Communications daily recently installed two 3,000-gallon gas tanks. Publisher Dave Belilies said that tanks mean that the paper has enough gas for a month.



"LETTERPRESS TO OFFSET CONVERSION"



THE SMITH LOC SYSTEM CAN TURN VIRTUALLY ANY WEB LETTERPRESS INTO AN OFFSET PRESS CAPABLE OF REPRODUCING FINE LITHO QUALITY.

CALL US TO TAKE A GOOD LOOK YOU'LL BE IMPRESSED WITH WHAT YOU SEE!



9040 Cody • P.O. Box 12205 • Overland Park, Kansas 66212
TELEX 42516 (913) 888-0695

Detroit gears up to greet 5,000 visiting journalists

By Pearl Ahnen and
Irene LaNoue

When some 5,000 journalists descend on Detroit in July to cover the GOP convention, they can expect a hearty welcome from local news people as well as the Republican delegates and the city fathers.

According to Edward A. Lapham, president of the Detroit Press Club, plans are well under way to extend hospitality and also to help meet the working needs of the visitors. "We will try to adapt the club for this special situation, because we know the news people would like to have a place to go and relax where they'll be isolated from the political types, and yet remain close to the convention scene," Lapham said.

The Detroit Press Club meets these criteria well, because it is situated only blocks away from the city's waterfront convention complex. The private club's doors will be open to accredited media representatives who will be issued temporary guest passes.

Katherine Harbeck, who has been the DPC manager for less than a year, admits it will be a real challenge to accommodate everyone, due to the club's limited space.

"I've committed myself to planning 24-hour food service," Harbeck said, "and possibly round-the-clock bar service, too, if the club can get a special ruling to extend the hours."

The Press Club manager formerly was the sales and marketing manager for Detroit's St. Regis Hotel, and has a long history of food and beverage service experience. She said the present DPC staff of 15 may have to be enlarged to include another shift.

Harbeck already has made plans to increase the seating capacity of the first-floor dining room to accommodate 150 persons instead of the present 100. She is looking into having the upstairs banquet rooms rewired to help meet the needs of the visiting press.

Charlie Pace, the DPC's award-winning chef, has worked with Harbeck on mapping out tentative menu plans to satisfy the appetites of the expected crowd. Pace was named Chef of the Year by the executive board of the 200 Club, an organization of professionals, in October, 1979. He has been the Press Club's chef for three years.

A message center to be manned by Kelly Services employees will be installed, and shuttle transportation between the Press Club and the convention center will be provided. The Chrysler Corporation has agreed to supply pas-

senger vans for the shuttle operation, and the drivers will be members of Detroit-area service clubs.

According to Lapham, the hotel bookings for the 5,000 visiting media representatives will be scattered throughout Detroit and its suburbs. (The GOP delegates and their staff members long ago have reserved about 85% of the city's hotel and motel rooms.)

Press Club members are being urged to register their homes as auxiliary accommodations for members of the foreign press who are expected to number about 800, the Press Club president added. He said the club itself will be the setting for an open house to honor these foreign correspondents who will be coming from all parts of the world.

Harbeck said there are tentative plans to fete visiting American journalists on other occasions.

A series of celebrity luncheons will be conducted at the Press Club the week of July 7 through 14. Invitations have been extended to Katharine Graham, publisher of the *Washington Post*; William Safire of the *New York Times* News Service, and syndicated columnists Jack Anderson and Carl Rowan to serve as principal speakers.

"These luncheons will offer a good opportunity to expose Detroit Press Club members to prominent persons in our profession," Harbeck said.

Arrangements for these and other activities are being made by a Press Club committee headed by co-chairmen Robert Irvin, immediate past president of the DPC, and Wayne Klein, president of Wayne Klein Communications, Inc., a Bloomfield Hills public relations firm.

Club president Lapham, financial editor of the Detroit bureau of *Automotive News*, said the convention plans provide a special impetus for completion of a \$100,000 renovation program being undertaken by the DPC. The goal is to make the club a viable working news center for press conferences in 1980 and long afterward.

"This year will be one of great excitement and opportunity for the Detroit Press Club," Lapham added. "We face the challenges of a changing news business and a rejuvenating Detroit, plus the extraordinary chance to serve 5,000 visiting news people."

* * *

Among the challenges faced by Detroit's city fathers and its business community will be the selling of the city and its attractions to an estimated 20,000 persons with the goal of making it one of the country's top convention centers.

With a half-year still to go, they have

made considerable progress in that direction already. A Civic Host Committee has been formed to promote the area's convention business as well as welcome the GOP visitors. The non-partisan, non-profit corporation is headed by Carol Gies, executive director. General Motors chairman Thomas Murphy is chairman of the Civic Host Committee.

With a budget of some \$503,000, most of it coming from donations, the Host Committee's sole purpose will be "to make Detroit look good," Gies said.

More than 1,500 volunteers already have registered to help with such efforts as manning information booths, organizing receptions, arranging transportation and planning tours.

The main site of the convention events will be the Detroit waterfront area where Cobo Hall is situated, along with the new Joe Louis Arena, the Veterans Memorial Building, Ford Auditorium and the glistering towers of Detroit's pride and joy—the Renaissance Center.

The city and its adjacent suburbs also take pride in such unique attractions as Belle Isle, an island park 10 minutes from downtown; the Detroit Medical Center complex, the Detroit Institute of Arts, Greenfield Village and the Henry Ford Museum, the Cranbrook Educational

(Continued on page 59)

Tight fit

(Continued from page 39)

Richard Tansley, press foreman, confirms Weybret's appraisal and adds, "There has been a definite improvement in reproduction since going 100% offset and people are noticing it."

"The SC Community is a well-designed press to work on. Our makeready time is being lowered as well as printed waste. We seem to be refining our techniques and finding shortcuts daily."

Tansley, whose father also was press foreman at the paper for 44 years, basically uses a four-man crew. "Three of the crew were experienced in offset," he remarks, "so on the first day of full operation we ran less than a thousand papers before going on-edition."

Weybret is as active in the operations of his mechanical departments as he is in the affairs of the area served by his newspaper. In 1973 he was president of the California Newspaper Publishers Association.

And what of the future of the News-Sentinel? The publisher has some ready answers: "My son is interning here for a general manager's role and 1980 is the 100th year of publishing for the paper, which undoubtedly means a centennial edition. The next steps mechanically will be in-house color separation capability followed by upgrading our accounting to a computerized system, which will include circulation and classified capability."

DDB's ad guide shows wide range of data

Doyle Dane Bernbach has published its 1980 Pocket Guide to Media.

The DDB Media Guide contains 90 pages of information on all of the major media and can be used as a general reference guide, according to Michael, D. Drexler, senior vicepresident in charge of media. "We caution, however, that media is always subject to change, and the guide should not be used for specific media scheduling," Drexler said.

Some of the information featured in the guide:

1. Total advertising investments have increased 78% in the last five years from \$27,780,000,000 to \$47,700,000,000, whereas media rates have increased an average of 65%. The highest rate increases occurred in daytime and nighttime network television, and the lowest in magazines. During the same period of time between 1974 and 1979, the Gross National Product has increased 68%, and the Consumer Price Index 44%.

2. Television penetration reaches 98% of all households in the United States. Penetration is somewhat lower (97%) in the South and Pacific areas of the Country and among households with one and two persons with head of household 65 years of age and older. Television penetration is also lower (95%) in homes where the head of house is under 25 years of age and household income is under 10,000.

3. Color television ownership is in 83% of all television households, and 50% of all homes in the Country have more than one television set. Cable Television is in 19% of all television households, however, cable penetration is lowest (9%) in A Counties and highest (37%) in C Counties.

4. Homes using television is highest (64%) during the primetime hours (7:30 to 11:00 P.M.) during the first quarter of the year and lowest (23%) during the daytime (10:00 A.M. to 4:30 P.M.) on the second quarter of the year.

5. Women represent the highest concentration (63%) of daytime television viewers. The highest concentration of male viewing is during the late evening hours (40%), followed by primetime (34%). Teenage viewing is most highly concentrated (11%) during the primetime hours. The average daytime network television program achieves a 6.3 rating, and the average primetime network television program an 18.9 rating.

6. Radio is virtually universal with 99% of all households (including automobiles) owning at least one radio set. The average household (including automobiles) owns 5.7 radio sets.

7. Radio listenership is highest for

both men and women during the 6—10 A.M. morning drivetime period, however, there is a higher concentration of women listening to radio between the hours of 10 A.M. and 3 P.M.

8. Progressive rock, soft contemporary music, golden oldies, and the top 40 sounds attract the younger 18-24 and 25-34 age groups, whereas classical and semi-classical and beautiful music appeal to the more upscale, \$25,000+ income group.

9. Among the 70 magazines listed, magazine readership varies considerably from a 93% concentration of women for Glamour Magazine to a 95% concentration of men for Motor Trend Magazine and Car Craft.

10. Newspaper readership is highest among the 35-54 year age group and those with a college education earning a \$25,000 a year in a professional or managerial capacity.

11. The Outdoor medium has its highest reach among the 18-34 year old group with household incomes of \$20,000 and over.

12. There are 250 radio stations, 228 newspapers and 20 magazines specifically serving the Black population, and 112 radio stations, 17 television stations, 12 magazines and 46 newspapers available to reach the Spanish population.

Copies can be ordered from Chet Bandes, director of media research.

Trial ordered on matter of 15% commission

The U.S. Court of Appeals for the Second Circuit, overruling in part a previous decision, has ordered a U.S. district court to try the question of whether Time, Inc. and the *New York Times* conspired with advertising agencies to force plaintiff Ambook Enterprises to use an agency rather than handle its advertising "direct" during the period 1966 to 1972.

The Court of Appeals affirmed the lower court's dismissal of Ambook's contention that granting the commission to some advertisers and not to others constitutes a Robinson-Patman Act violation. Advertising, the two courts agree, is not a "commodity" for purposes of that Act, the Federal Trade Commission's current action against the *Los Angeles Times* notwithstanding.

And Ambook's attempt to represent all "direct" advertisers in a class action against the defendants is dead, too.

But the Second Circuit majority wants a jury to decide whether there is evidence that Time and the Times put pressure on Ambook to use an agency, which forced Ambook to pay a 15% agency commission.

★ EXTRA

NITTO NEWS

EXTRA ★

Avoid Missed Pasters!

NITTO TAPE makes today's news stick!

Apply, splice, recycle with Nitto repulpable, flying splice, high speed tape. It ends adhesive mess, saves time (recycle the splice area, tape-and-all) and saves money (inexperienced worker can make uniform splices with minimal training). Saves down time. Nitto repulpable tape is the newest way to make the news stick.

Also available in:

Nitto No. 509N Repulpable Double Coated Adhesive Tape For Ordinary Splice

Nitto No. 509A Repulpable Double Coated Adhesive Tape For Auto Splicing

Nitto No. 734 Repulpable Adhesive Tape For Butt Splice

Distributor inquiries invited. For further information call (516) 488-3322 or write:

NITTO DENKO AMERICA, INC.



5 Dakota Drive
Lake Success, N.Y. 11042

Newspeople in news

(Continued from page 36)

ALLAN CROSS, regional manager-news-papers, Atex Inc., has joined the *Dallas (Tex.) Times Herald* as production manager. DEWAYNE FLETCHER, production manager, will continue in the role of managing the responsibilities for systems, building and maintenance and special projects. J.D. CONOLY, circulation dept., has been named night production manager, replacing AUBREY BEGGS, now assistant Building Services manager. MIKE GUSKY continues as Technical Services manager.

RICK METHOT, outdoors columnist, *New Brunswick (N.J.) Home News*, was appointed sports editor, succeeding JACK QAKLEY, who becomes executive sports editor.

RETA BROADWAY, a former teacher, was named coordinator of the Newspaper in Education program of the *Louisville (Ky.) Courier-Journal and Times*, replacing MARY LAWRENCE YOUNG, who was named director of communications.

JACK MATHEWS, who set-up the *Detroit Free Press'* West Coast bureau in Los Angeles last year, was named film critic, operating out of L.A. He replaces MICHAEL CLARK, who resigned to become theater director of the American Film Institute in Washington, D.C.

FRANK W. GAPPA, 48, general manager, *Duluth (Minn.) Herald and News-Tribune*, was named president and publisher, *State College (Pa.) Centre Daily Times*. STEVE BRAVER, 36, ad and business departments, was chosen vicepresident and general manager. WILLIAM L. WELCH, 38, member of the Daily Times staff since 1964, was appointed vicepresident and executive editor. EUGENE J. REILLY, associate editor, and JEROME WEINSTEIN, executive editor, have retired.

JANE SCHOLZ, urban affairs editor, *Miami (Fla.) Herald*, was named assistant to the managing editor for special projects. MORRIS THOMPSON, former consumer affairs reporter, was named to editorial board. JOHN BRECHER, assistant city editor was promoted to deputy city editor. LEON MUNDAY, former urban affairs editor, *Memphis (Tenn.) Commercial Appeal* has joined the *Herald* at the same post. STEVE SIDO, reporter, was promoted to assistant city editor.

DAVID N. SCHUTZ, editor of the *Redwood City (Calif.) Tribune* for nearly 35 years and associate editor of the *Peninsula Times Tribune* since April, retired.

JOHN P. MACKENZIE, 49, staff writer, *Washington Post* for twenty years, has joined the *New York Times* editorial board.

EDWARD KOSNER, former *Newsweek* editor, was named vicepresident, editorial planning and development, Consumer Publishing division of CBS, which recently acquired *Family Weekly*.

PAUL SNODGRASS, business editor, Post community newspapers, Minneapolis, Minn., was named publications editor, Carlson Companies.

JOAN T. DUFFY, 28, reporter, U.P.I., was named manager, Baton Rouge, La., bureau. KAREN MAGNUSON, Chicago U.P.I., was named manager in the Quad Cities area of Iowa and Illinois.

WILLIAM T. VAN KIRK, sports editor, *Hinsdale (Ill.) Suburban Trib.*, was promoted to associate editor. GEORGE M. KNUE, assistant sports editor, replaced Van Kirk. ROBERT W. VANDERBERG, sports writer and copy reader, is the new assistant sports editor.

JACK WILDMAN was appointed public af-

fairs manager, *Palo Alto (Calif.) Peninsula Times Tribune*.

FREDERICK J. WILSON, III, president and co-publisher, Wilson Publishing Co., R.I., was elected president of the New England Press Association.

ALVAH H. CHAPMAN, JR., president and chief executive officer of Knight-Ridder Newspapers, Inc., was named the 1979 Miami Business Leader of the Year in Dade County.

EVERETT E. BEY, publisher of the *Quincy (Calif.) Feather River Bulletin*, and four other weeklies, conducted a community journalism seminar Jan. 3-4-5- at the University of Nairobi, Kenya.

ROBERT S. WILSON, assistant publisher, *Trenton (N.J.) Times* was appointed president of the *Mount Kisco (N.Y.) Patent Trader*.

HILMI TOROS, veteran A.P. newsman in New York, Miami, the United Nations, and for the past ten years in Rome, has joined the Rome-based Food and Agriculture Organization of the United Nations as press chief.

Welch and Wagland appointed by SCW

Dennis Welch, former ad manager of *Hornell (N.Y.) Evening Tribune*, has assumed the duties of sales representative for Stamps-Conhaim Creative Newspaper Advertising Services in the New England states, New Jersey and New York.

He replaces Bob Beddow in New England and Les Bergmann in New Jersey and New York. Beddow and Bergmann, who have retired, will continue to represent SCW Inc. in Pennsylvania.

R. D. G. "Dick" Wagland has been appointed sales representative for Stamps-Conhaim in Canada. Wagland will cover the entire country in a realignment of territories, formerly covered by Beddow.

Born and educated in England, Wagland came to Canada in 1964 and served in the newspaper industry in various capacities in England, Canada and Florida, including Advertising Sales Manager of the *Hamilton (Ont.) Spectator*.

Wagland has been a director of the Better Business Bureau in Hamilton, Ontario; director, advertising sales club, Hamilton; and a director for the Newspaper Advertising Bureau, Canadian Division.

Ms. title banished

The *London (Eng.) Times* has dropped the use of Ms. as a title in the latest supplement of its stylebook.

Dallos elected

Robert E. Dallos, of the New York office of the *Los Angeles Times*, was elected president of the New York Financial Writers' Association, Inc. for the ensuing year.

Also elected as officers of the Association were Samuel Glasser, *Journal of Commerce*, as vicepresident; Alan Wax, *New York Post*, treasurer, and Sharon Gamsin, *The Oil Daily*, secretary-assistant treasurer.

Joins CWO&O

Keith D. Cunningham has joined the sales staff of the Detroit office of Cresmer, Woodward, O'Mara & Ormsbee, Inc., newspaper advertising sales firm. He was an advertising and sales representative, and a writer for *TV Fan Fare* magazine; and he has written manuals and articles for Chrysler Corporation and *Ideas Motor* magazine.

Pr manager named

Sally Wilson was recently appointed manager of communications/public relations for Vivitar Corporation, headquartered in Santa Monica, California. Vivitar products include 35 mm cameras, lenses, flash units and accessories and darkroom equipment.

Switch to compacts

The *Baltimore Sun* has replaced their fleet of cars with compact vehicles, mainly Chevrolet Citations.

EDITOR & PUBLISHER for February 9, 1980

Judge rejects

(Continued from page 11)

true, but the investigation did turn up lax security inside the plant," he said.

Halverson said Kapler seek employment as a security guard with a firm called Gregg Security Services of Mechanicsburg, Pennsylvania. The firm supplies about 70 guards at the plant.

Halverson said the slightest type of background check on Kapler would have uncovered that he was "an imposter."

Kapler gave the name of his former college roommate, Robert Beyer, and listed as his the real home address of Beyer. Kapler also listed bogus personal and employment references. The security company checked nothing out. A few days after applying for the job, he was on duty at Three Mile Island.

"The point is, if they had made any type of background check at all, they would have found he was an imposter," Halverson said.

"The security of Three Mile Island looks good on the surface," he said. "It would be hard for a team of commandos to crash it, but they don't have to go through that trouble. All they have to do is get a job as a security guard."

Halverson said the purpose in running the articles on the lax security system was to motivate Met Ed to take action to tighten it.

Halverson said that it was no secret that security inside the nuclear plant was lax. He said The Guide came up with a report, commissioned by the Nuclear Regulatory Commission and prepared by Los Alamos Scientific Lab, which pointed out 15 ways that Units 1 and 2 are "vulnerable to sabotage."

Halverson said the report could be obtained through normal channels by any member of the public.

After gathering information and taking pictures inside the plant with a hidden camera, Kapler was "pulled out" by Halverson because "the pressure was getting to him."

On January 31, Kapler returned to the plant and confronted the head of overall plant security and the security supervisors for both Unit 1 and Unit 2. They refused to comment and referred him to Sandy Polon of Met-Ed.

"The next thing we heard, Met Ed called a press conference to announce they would prosecute," said Halverson.

Met Ed went into court the following day to seek the restraint on publication, but Dowling said he would not take any action until The Guide was properly notified and until both sides were present at a hearing. The hearing was set for Feb. 4.

Prior to the hearing, Halverson said he received a call from Herman Deickhamp, president of General Public Utilities, the

New Jersey holding company of which Met Ed is a subsidiary. Halverson said Deickhamp asked him to withhold publication of the stories. Deickhamp could not be reached for comment.

In court, Judge Dowling ruled that Met Ed failed to show that publication of the articles would violate security at the plant and cause irreparable damage to national security.

"Anyone asking that the First Amendment rights be put aside has a very, very strong burden," Judge Dowling said.

"Publication is many times inconvenient, disruptive, annoying and damaging, but the experience of our founding fathers, an experience which has been reinforced throughout our history, has supported a view that the press has to be left free to publish the news whatever the source, without censorship, injunction or prior restraint," Dowling said.

"Without an informed press, we cannot have an enlightened citizenry to protect the values of Democratic government," the Judge added.

Joe Roda, the attorney representing Kapler and The Guide, told the court that as a guard, Kapler saw nothing that any of the other 1,800 employees couldn't have seen.

Ever since the Unit 2 meltdown last March, more than 1,000 laborers and other temporary employees have been involved in the "cleanup."

Roda said any laborer "could walk away with full knowledge of vital areas."

William Reynolds, Met Ed attorney claimed some of the information the company was trying to suppress would give potential saboteurs secret data about Three Mile Island's security system.

Under a Pennsylvania test program, approved by the State Supreme Court, Judges are permitted to admit cameras into courtrooms in non-jury civil proceedings.

Dowling allowed cameras into the courtroom stating that the case was "of some interest" and allowing of cameras "seems to be appropriate."

Halverson praised the support his paper and reporter received from the First Amendment Coalition of Pennsylvania.

He said First Amendment Coalition president Sandy Oppenheimer, editor of the *Bucks County* (Pa.) *Courier Times*, offered to The Guide the services of the Coalition's attorney, Sam Klein.

Halverson said he had already retained Roda, who is a member of the same law firm.

Concerning Halverson's goal of getting a membership in the Pennsylvania Society of Newspaper Editors, Oppenheimer said, "I have admired what he's been doing for years." He added that he has wanted to see Halverson be given membership into the organization.

He said, however, that it is not likely that the group would change its bylaws to accommodate Halverson, despite the fact that his paper is a news oriented shopper.

"Although a lot of publishers will probably shoot me for saying this, PSNE is really a subsidiary of the Pennsylvania Newspaper Publishers Association and a lot of publishers would oppose such a change," Oppenheimer said.

Lifelong syndicate salesman dies at 92

Ray Arthur "Cap" Barnes made his last sale for United Features a week before he died recently at the age of 92 in Long Beach, California.

Barnes, who attributed his long life to "keeping active" was a well known figure to editors, publishers and newsmen across the country.

He started his career with Bell-McClure shortly after his retirement as an Air Force captain following World War I. During his 60 years in journalism, both as a writer and syndicate representative, he worked for several syndicates. For the past 25 years he was active as a special representative for United Features Syndicate.

Barnes, a graduate of Harvard Business School was born in New York City in 1888. He spent his boyhood on a farm in Vermont.

OSWALD GIFFORD MOORE, 72, retired financial editor for the *Washington Star*, where he had worked for 30 years, February 1.

* * *

ALEXANDER L. CROSBY, 73, an editorial writer for the *Staten Island Advance* moved to the *Paterson* (N.J.) *Press* after dismissal from the *Advance* following his efforts to organize an American Newspaper guild chapter; edited the New Jersey Guide of the Federal Writers Project; later executive director of the National Housing Conference; January 31.

* * *

SIDNEY MARGOLIUS, 67 consumer affairs journalist for nearly 40 years; consumer editor of *PM*; earlier with United Press; for the last 15 years syndicated by North American Newspaper Alliance and Women's News Service; January 30.

* * *

TED GARDINER, 75, curator of the *Indianapolis Star* and *News* museum and long-time machinist for the newspapers' composing room; January 25.

Correction

It was incorrectly reported in the January 26 issue that John Canon was former national ad manager for the *Maryville* (Mo.) *Daily Forum*. Canon once held that position at the *Topeka* (Kan.) *Capital-Journal*.

1979 Dandy Award Winners

Volvo Owners!

It is well-documented that the primary cause of automobile consumer dissatisfaction is insufficient communication. The American automobile owner does not know enough about his car or his dealer. This ignorance gives rise to significant feelings of vulnerability in all automotive affairs, which often lead to distrust, anger, despair, and even less effective communication. The automotive repair industry is disparaged before Senate Committees and at the dinner table, largely because it is not properly understood.

We offer a solution to the Volvo public. Don Beyer Volvo is open for your inspection. Call me at 241-5900. Together, we will arrange a weekday for you to spend at our store. You and I, on a one to one basis, will discuss every aspect of our Volvo dealership, from product quality to accounting practices to sales techniques to employee benefits. Everything within reason will be available for your inspection. I will burden you with our problems, and share our victories. In turn, I will listen to your concerns and answer your questions to the fullest extent possible.

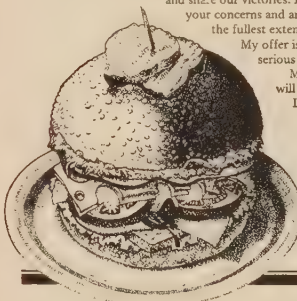
My offer is limited to concerned, serious Volvo owners only.

My hope is that each of us will grow from the experience. I'll buy lunch.

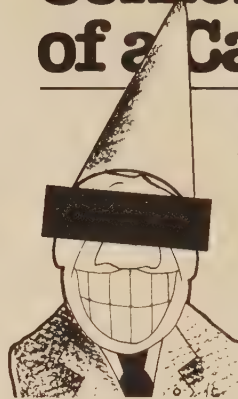
Sincerely,

Don Beyer
Donald S. Beyer, Jr.

DON BEYER VOLVO
Beltway East 10E
1231 West Broad St.
Falls Church, Va. 22046
241-5900



Confessions of a Car Dealer



#6: We understand the Existential Moment at which the person realizes that he, and he alone, is responsible for his own life, that only he can care for himself. This is the dawn of responsible adulthood.

Institutions, which are collective individuals, also have existential moments. At Don Beyer Volvo, we feel very strongly that we are responsible for who we are, that we can decide what our automobile dealership can and will be. Honest. Compassionate. Open. Fiscally responsible. And, most importantly, dedicated to serving the needs of the Volvo community.

Even a car dealership can grow up.

DON BEYER VOLVO
1231 West Broad Street
Falls Church, Virginia 241-5900

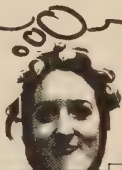
CONFESSIONS AND MADNESS were the award winning themes behind these ads. Don Beyer Volvo of Falls Church, Va. took two first place DANDY awards for both best single ad and best ad campaign in markets served by newspapers with more than 100,000 circulation. The ads, which portray the dealer as a frank and honest competitor, were developed by Richard J. Park Advertising of Washington, D.C. Terry Shaver Pontiac won a first place DANDY award for campaigns in newspapers with less than 100,000 circulation. The ads were by Mills Communications.

DIARY OF A MAD HOUSEWIFE

TERRY SHAVER PONTIAC'S 2ND ANNIVERSARY SALE.

WJLD TO BROADCAST
FROM OUR SHOWROOM
Sale ends May 14th.

2 PM COULDN'T RESIST GOING TO
TERRY SHAVER AGAIN FOR THE MOST
BEAUTIFUL FIREBIRD AT ONLY \$5920



TerryShaver

Number One Auto Plaza • 2121 45th Ave. • Highland, Indiana 46322 • Telephone 219 924-2400
Sales Hours • Monday-Friday 9 a.m.-9 p.m., Saturday 9 a.m.-5 p.m., Closed Sundays

3 PM WHEN I GOT HOME
THERE WERE 2 MORE PONTIACS
IN THE DRIVEWAY. LOOKS LIKE
HUBBY GOT SHAVER FEVER
TOO. THE TWO WERE UNDER
\$9000



TerryShaverPontiac

Number One Auto Plaza • 2121 45th Ave. • Highland, Indiana 46322 • Telephone 219 924-2400
Sales Hours • Monday-Friday 9 a.m.-9 p.m., Saturday 9 a.m.-5 p.m., Closed Sundays



NEW '79 BONNEVILLE

100 AVAILABLE \$5399



NEW '79 SUNBIRD

28 AVAILABLE \$4459



NEW '79 FIREBIRD

84 AVAILABLE \$5920



NEW '79 GRAND PRIX

83 AVAILABLE \$6199



NEW '79 LEMANS

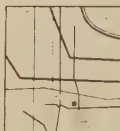
70 AVAILABLE \$4314



NEW '80 PHOENIX

32 AVAILABLE \$5515

ALL PRICES INCLUDE DELIVERY CHARGES



Terry Shaver Pontiac, Inc. • Number One Auto Plaza • 45th & Prairie Highland, Indiana 46322 • Telephone 219 924-2400

TerryShaverPontiac

autumn '79 CLOSE OUT

Time is Running Out on 1979 Model Chevrolets. Come in now while selection is best and choose your new Chevrolet from our gigantic inventory.

1979 CHEVROLET IMPALA

SALE PRICE \$6,642.56

1979 CHEVROLET CAMARO

SALE PRICE \$7,157.35

1979 CHEVROLET CAPRICE

SALE PRICE \$7,107.71

1979 CHEVROLET VAN

SALE PRICE \$6,041.55

1979 CHEVROLET MALIBU

SALE PRICE \$6,404.82

1979 CHEVROLET CAPRICE

SALE PRICE \$9,288.30

1979 CHEVROLET CAPRICE

SALE PRICE \$7,773.83

1979 CHEVROLET CAMARO

SALE PRICE \$6,932.87

1979 CHEVROLET PICKUP

SALE PRICE \$5,905.44

1979 CHEVROLET MALIBU

SALE PRICE \$5,828.48

1979 CHEVROLET VAN

SALE PRICE \$6,041.55

1979 CHEVROLET MALIBU

SALE PRICE \$6,404.82

1979 CHEVROLET CAPRICE

SALE PRICE \$9,288.30

1979 CHEVROLET CAPRICE

SALE PRICE \$7,773.83

1979 CHEVROLET PICKUP

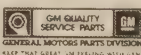
SALE PRICE \$6,124.71

1979 CHEVROLET PICKUP

SALE PRICE \$6,196.92

SERVICE SPECIAL:
Front End Alignment
Wash & Wax

\$18.95



South Tacoma Chevrolet

56th and South Tacoma Way 472-3311

Mon-Fri 9-5, Sat 9-4, Sun 10-4

South Tacoma Chevrolet

APPROVED

RIDA

ADVERTISING

WE STAND BEHIND THIS SEAL

Each Automobile dealer that displays this seal in his advertising signs a pledge to abide by a set of rules designed to promote and maintain a high level of advertising.

Besides this, we've formed a special "Seal of Approval" commission, made up of distinguished citizens from many parts of the community, to help us achieve our goals. Members include media experts, educators, prominent business people, a state official, a labor leader, and an attorney.

What does this seal stand for? Honest, straightforward advertising. And we stand behind this pledge.

APPROVED

RIDA

ADVERTISING

Look for this seal in our members' advertising. It's the symbol of our concern for you.

RHODE ISLAND
AUTOMOBILE
DEALERS
ASSOCIATION

TRUTH IN ADVERTISING is the message behind this ad for the Rhode Island Automobile Dealers Association. Developed by the Providence Journal, the ad took first place in the category for trade associations or multi-line groups in the annual Dandy awards competition.

(More Dandy winners on pages 51 & 53.)

Dandy winners

(Continued from page 21)

Inc., Altamonte Springs, Fla.; Webber Chevrolet, West Warwick, R.I., ad by Providence Journal; Bryden Motors, Beloit, Wis., ad by Beloit Daily News; Ed Perry Chevrolet, Columbia, Mo., ad by Columbia Daily Tribune; Lou Bachrodt Chevrolet, Rockford, Ill., ad by Rockford Register Star; Sun Toyota, New Port Richie, Fla., ad by St. Petersburg Times.

EDITOR & PUBLISHER for February 9, 1980

National sales thrust for auto ad lineage urged

By Bill Gloede

While the rest of the domestic automobile industry suffers stagnant sales and burgeoning inventories, the American Motors Corporation is having one of the best years in its history.

Unfortunately for the newspaper industry, the dramatic turnaround which has put the nation's number four automaker at the head of the pack occurred around the same time AMC dealers yanked virtually all of their advertising dollars away from newspapers and put them in television.

According to Robert Mounts, vice-president of field operations for Mace Advertising, which handles the American Motors dealer account, about 98% of the dealers' ad money is being spent in television. Mounts faults newspapers' sales efforts for the switch. So does the Newspaper Advertising Bureau, (E&P, Dec. 1, 1979).

"I think the tv salesmen have convinced the dealer that he's getting better results from tv," says Mounts, "and he (the dealer) in his subjective judgment, believes it."

Mounts does not believe that the dealer switch has been solely responsible for the dramatic upswing in sales for a company which, just a few years ago, was teetering on the brink of financial disaster. It just so happened, he explains, that as the tv salesmen in AMC markets were pounding on doors and convincing dealers that tv was the place to advertise, the market for smaller, fuel-efficient cars was expanding rapidly. That was last summer.

Says Mounts, "One of the tragedies—looking at it from the newspaper's standpoint—is that when they (the dealers) switched over last summer, the market switched too."

He explained to E&P that Mace had just put out a new advertising package for the dealers, one which contained materials for use in all media. The choices were overwhelmingly for tv materials among the AMC dealers.

Individual sales efforts by newspapers are not going to be able to wean the dealers away from television and back into newspapers, according to Mounts.

"It's going to take some sort of a national thrust such as the tv bureau developed several years ago," Mounts maintains.

The Television Bureau of Advertising mounted an intensive sales blitz on car dealers about four years ago. It culminated at last year's National Automobile Dealers Association convention in Las Vegas, where the TvB was on the pro-



"For over 75 years, we've been in your corner.

Through 2 World Wars,

1 Depression,

sions, 1 baby

now an energy

good times, and

we've been

you as part of your community. We share

the same

New England values and de-

livered the kind of quality prod-

uct and service you'd expect

from your

You see,

business

putting

hind the wheel of a fine

automobile or truck. It's

helping you to buy

a piece of tomorrow.

Your future is our

future. And

we think it looks every bit as good

as the shiny new

1980 Fords.

**The
New England
Ford Dealers.**



THE NEW ENGLAND ETHIC is the target in this ad for the New England Ford Dealers. The ad, developed by Jill, Holliday, Connors, Cosmopolos, Inc. of Boston took first prize in the category for best single ad by an advertising association in the 1979 DANDY Awards competition.

gram as part of media seminar.

"Television is alien to the average car dealer unless they have an advertising agency to produce their advertising," says Dick O'Donald of the TvB in Detroit. He claims the TvB, with some success, has been showing medium and smaller sized dealers that tv advertising is not alien at all. He reports that television advertising revenues from all dealers rose 24% last year and that revenues from dealer associations climbed 18%.

That impact is being felt in the news-

paper industry. Forrest Inks, general manager of the advertising branch of the Michigan Press Association recently wrote, "Michigan weekly and small daily newspapers have had practically no announcement copy . . . MNI has handled a dab of Ford and some Lincoln-Mercury . . . virtually nothing else . . . I am not optimistic for at least the near future."

During the Dallas INAE convention last month, a newspaper advertising executive rose among the lunchtime

(Continued on page 54)

EDITOR & PUBLISHER for February 9, 1980

Auto sales boom seen by AMC exec

Dr. Thomas A. Staudt, American Motors' vicepresident/marketing group, told newspaper executives assembled for the 1980 International Newspaper Advertising Executives in Dallas last month that the 1980s will prove "the greatest decade in the history of the automobile business."

Staudt, who oversaw the introduction of Chevrolet's down-sized big car line and of the front wheel drive Citation before joining AMC, predicted that the auto industry would grow by 33% by the mid 1980s. The industry, which sold 129,300,000 vehicles in the 1970s, will sell some 165 million units during the next ten years, he said.

"The automobile business is resilient," he said, "and it's resourceful." The '80s are going to be spectacular," he added.

In 1980, Staudt predicted, the auto industry will sell 10.3 million cars and 3.3 million trucks—despite the current economic downturn, which he believes will be "the shortest on record."

"We're in the midst of literally replacing America's auto fleet," he said. That fleet will be 80% small cars by the end of the decade, he said, and the overall average market for small cars in the 1980s will approach 60% of total sales.

Staudt thinks there will be more brands and more variety in the vehicles the American consumer will be able to buy in the '80s. And there will be more of an international flavor on the American road with automakers moving more toward the "world car" over the next ten years.

Staudt sees a leveling of world energy costs on the horizon, and he believes the American automakers will achieve the 27 mile-per-gallon EPA ratings mandated by the federal government by 1985. Additionally, Staudt thinks a move toward electric and combination electric/mechanical vehicles will be apparent before the middle of the decade.

In order to build that kind of vehicle, the auto industry will gradually move away from the massive economies of scale associated with automated plants and the rigid constrictions placed on production by techniques associated with assembly line production. Flexibility in production will dominate the auto plants of the 1980s, he thinks.

The companies themselves, in Staudt's view, will take on more foreign partners. Relationships like AMC/Renault and Chrysler/Mitsubishi will proliferate the industry.

The auto industry will have to mount a concerted effort at keeping car prices within the consumers' reach, and to do

011 & 1300

MOROCCO

011 & 1300

MOROCCO

BURNING CLASSIFIED PAGES surround an ad for Trussell Ford of Athens, Ga. in the *Athens Banner-Herald*. The ad, which was developed by the newspaper, won first prize for the best single ad by an individual auto dealer in a market served by a newspaper with less than 100,000 circulation.

that, cuts are going to have to be made in marketing and advertising budgets. Cost efficiency will be the hallmark of the decade for the auto makers, Staudt insists.

The cosmetic, trivial features which have been found creeping into automobiles since World War II will likely go the way of the mirror muff, Staudt thinks. The '80s, he says, will be the decade of the "real."

WRG in Seattle

Wells, Rich, Greene announced plans to open its tenth full-service office in Seattle, Washington.

Sales group adds Sparks Newspapers

Sparks Newspapers have joined the Golden Gate Suburban Newspaper Group, which offers advertisers a 1-order, 1-bill newspaper ad buy for \$2.16 per line, a 6% discount.

The Sparks Newspapers are the *Marin County* (Calif.) *Independent-Journal*, *San Mateo* (Calif.) *Times*, *Hayward* (Calif.) *Daily Review*, *Fremont-Newark* (Calif.) *Argus*, *Livermore* (Calif.) *Tri-Valley Herald*, and *Danville* (Calif.) *Tri-Valley News*.

Sales thrust

(Continued from page 50)

crowd to ask Dr. Thomas A. Staudt, vicepresident/marketing group for AMC and the featured luncheon speaker, why AMC, after having risen to its current position, was pulling advertising from newspapers.

Staudt said newspaper advertising is particularly strong when a company doesn't have a strong national market position. He said AMC corporate advertising, although there is some media experimentation currently underway, is now heavily placed in television because the firm has to be able to "demonstrate" its products against competitors.

Actually, it was not the corporate advertising which was lost by newspapers. It was the dealer advertising that went to tv. And the NAB, in a memo to member papers last year, said the reason was that tv sales reps were "out there making calls, working hard, seeing dealers regularly." The memo quoted Mounts as saying newspapers were "not making the calls on American Motors dealers, they're not selling the medium."

AMC's sales are currently up by 48%, according to Staudt. The industry, as of mid-January, was down 19%. AMC has had sales increases in five of the past six months, and in the third quarter of the 1979 model year, AMC declared a stock dividend—a feat which hadn't been accomplished for a long time before.

The company, according to Staudt, is doing better in sales among American women than its competitors. And in 1979, consumers willingness to buy an AMC product shot up by 40%, all according to Staudt.

Whether or not the dealer shift to tv can take credit for those figures is debatable—but Mounts thinks the dealers believe that tv is responsible.

In the future, Staudt says the productivity of the marketing dollar must improve. "We can't expect to see the same advertising expenditures relative to sales increases," he told the INAE delegates. He said he believes that the 80's will prove to be the "greatest decade in the history of the automobile business—we're in the midst of literally replacing America's auto fleet."

His advice to the newspaper industry is to meet the marketing challenge of inflation head on by keeping prices down within the purchasing power of the consumer, just as he vows AMC will do.

Split announced

Doyle Dane Bernbach and Twentieth Century-Fox announced that they have agreed to terminate their relationship, which began in 1976.



OLYMPIC TEAM—Newsday, the Long Island newspaper, has a team of eight reporters, columnists and editors at Lake Placid for the Winter Olympics. First row: Alison Mitchell, Steve Jacobson. Middle row: Pete Alfano, Dave Knickerbocker, Dan Lauck. Top row: sports editor Dick Sandler, Joe Gergen, Helene Elliott. The same photograph is being used in ads, posters, etc., Jack Squire, director of promotion and public affairs, said.

Wharton School sells economic news

The University of Pennsylvania's Wharton Econometric Forecasting Associates, Inc. (WEFA) has developed an econometric model of the local consumer price index and selected components.

KYW-tv, a Group W station, contracted with WEFA for exclusive rights to broadcast the findings. Details of the study will be released on Eyewitness News at 6 and 11 P.M. for at least two weeks, beginning February 4.

WEFA has developed an econometric model of the local consumer price index and its major components. The model is linked to Wharton's national model. The detailed consumer study is the first of its

kind for Philadelphia done by Wharton. It's also the first time any local tv or radio station has contracted such a project.

The forecast, to be updated quarterly, looks at where prices are likely to go for the Philadelphia area over the next 90 days, and for the next year.

The findings include percentage and price changes for each quarter of 1980, giving reasons for those changes in the following major categories: housing, transportation, food, medical care, apparel and upkeep, entertainment, and other goods and services.

The study also shows what area residents can expect to face with mortgage rates, home purchase prices, home heating oil, natural gas, household furnishings and operation, gasoline, new car prices, beef, poultry and eggs, and more.

Each night for the next two weeks, the station will release information to the wire service and city daily newspapers that will be reported the same evening on Eyewitness News.

Movie account

Doyle Dane Bernbach was appointed to handle the advertising account for Universal Pictures, it was announced by David A. Weitzner, Executive Vice President for Advertising, Publicity and Promotion for Universal. Effective date of the assignment is May 1, 1980.

Distaff side staffs suburban papers

When the *Pulse*, a suburban Michigan tabloid published twice monthly, changed ownership in January, it became an all-woman operation.

The newspaper, founded and owned for 12 years by Patrick Villemaire and his wife, Jo, has a circulation of 9,000 in the southwestern Wayne County communities of Gibraltar, Rockwood, South Rockwood, Woodhaven, Flat Rock and Brownstown Township. It maintains offices in Brownstown.

The new owners are Mary Richards, publisher; Joan Dyar, editor, and Carmelita Lyman, production director. Barbara Calandra, who was named advertising director in mid-January, soon will become a full partner in the publishing firm, Pulse Publications, Limited.

All four women have had extensive experience in the newspaper field. Richards, Dyar and Lyman worked for several years at the Panax-owned *Wyan-dotte News Herald*.

Before learning the Pulse was for sale, they had explored the possibility of going into the job printing business, Dyar said.

Richards, whose background includes managing a chain of health food stores for eight years, concentrates on the financial and business aspects of the operation.

Lyman, with five years of agency experience as an artist in addition to her newspaper background, works on composition, keylining and circulation.

Calandra has had several years' experience as an advertising salesperson with the *Detroit News*, the Mellus Newspapers and the *News Herald* publications. Also on the staff is Winnie Richardson, a typesetter.

Dyar said the group plans to expand circulation and ad coverage north of Woodhaven and south to the Monroe County line. They hope to begin weekly publication within the year so they will become eligible to publish legal news of the communities. The editor has sent letters to mayors and school board presidents announcing the Pulse's desire to become a bidder for the legal news coverage.

The four women deliver their 24-page product door to door every other week, because they want to become acquainted with their subscribers, Dyar said. The reaction to personal delivery by the newspaper's owners has at times been amusing, she added.

The editor mentioned stopping at a home in an exclusive neighborhood and introducing herself to the dignified gentleman who answered the door. "I told him I was the new owner of the Pulse, and handed him a copy of the paper," the editor said. "He was so stunned that he just stood there and watched me until

I drove away.

"Response from the general public and advertisers has been tremendous, and we feel the community is behind us.

"We know we can do a good job of covering local news because we are all local residents and know our territory. We thought of changing the newspaper's name, but then decided against it. Since we've taken over, you might say the Pulse is beating faster."

Past Week's Range of Stock Prices

NEWSPAPERS	One Year Ago		
	2/6	1/30	2/1
Affiliated Publications (AMEX)	30 1/2	30 1/2	21
Blue Chips Stamps (OTC)	23 1/2	23 1/2	19 1/2
Capital Cities Comm (NYSE)	46	47	41 1/2
Cowles Comm (NYSE)	24 1/2	22 1/2	21 1/2
Dow Jones (NYSE)	45 1/2	48 1/2	33 1/2
Early Calif Industries (OTC)	7 1/2	7 1/2	N/A
Gannett (NYSE)	46 1/2	46 1/2	40 1/2
Gray Comm (OTC)	46	48	23
Harte-Hanks (NYSE)	24 1/2	26 1/2	22 1/2
Jefferson Pilot (NYSE)	30	29 1/2	30 1/2
Knight-Ridder (NYSE)	25 1/2	24 1/2	23 1/2
(a) Lee Enterprise (NYSE)	21 1/2	21 1/2	22 1/2
Media General (AMEX)	28 1/2	27 1/2	20 1/2
Media Investment (OTC)	N/A	54	56
Multimedia (OTC)	31 1/2	32 1/2	25 1/2
New York Times (AMEX)	23 1/2	22 1/2	26 1/2
Panax (OTC)	N/A	6 1/2	5 1/2
(b) Post Corp. (Wis) (AMEX)	19	19 1/2	16 1/2
Quebecor (AMEX)	12	11 1/2	9
Stauffer Communications (OTC)	35	N/A	24 1/2
Thomson Newspapers (CE)	15 1/2	13 1/2	15 1/2
Times Inc (NYSE)	49 1/2	50 1/2	38 1/2
Times Mirror (NYSE)	38	38 1/2	31 1/2
Toronto Sun (CE)	13 1/2	13 1/2	14 1/2
Torstar (CE)	22 1/2	23 1/2	17 1/2
(c) Washington Post (AMEX)	19 1/2	20 1/2	25 1/2

SUPPLIERS

Abitibi (CE)	23	23 1/2	17 1/2
Allied Chemical (NYSE)	54 1/2	56 1/2	N/A
Altair (OTC)	4 1/2	4 1/2	4 1/2
AM Int'l (NYSE)	18 1/2	18 1/2	20 1/2
Boise Cascade (NYSE)	37 1/2	37 1/2	31 1/2
CompuGraphic (NYSE)	30 1/2	29 1/2	41 1/2
Consol Bath (Mont)	17 1/2	16 1/2	N/A
Crown Zellerbach (NYSE)	48	46 1/2	32 1/2
Digital Equipment (NYSE)	73 1/2	72 1/2	61 1/2
Domtar (AMEX)	25 1/2	25 1/2	21
Dow Chemical (NYSE)	33 1/2	34 1/2	25 1/2
Eastman Kodak (NYSE)	47 1/2	49 1/2	59 1/2
Georgia Pacific (NYSE)	28 1/2	29 1/2	28 1/2
Grace, W.R. (NYSE)	40 1/2	40	26 1/2
Great Lake Forest (CE)	60 1/2	64	N/A
Great No. Nekososa (NYSE)	34 1/2	35	33 1/2
Harris Corp (NYSE)	36 1/2	37 1/2	28
Hunt Chem (NYSE)	11 1/2	12 1/2	13
International Paper (NYSE)	38 1/2	39 1/2	39 1/2
Itek Corp (NYSE)	29 1/2	32 1/2	20
Kimberly Clark (NYSE)	43 1/2	43 1/2	44 1/2
LogEtronics (OTC)	14 1/2	14 1/2	12 1/2
Logicon (AMEX)	21 1/2	21 1/2	12 1/2
MacMillan Bloedel (CE)	29 1/2	29 1/2	23
Minnesota Min. & Mfg. (NYSE)	49 1/2	49 1/2	62 1/2
Raytheon (NYSE)	79	80	46 1/2
Rockwell Int'l (NYSE)	55 1/2	55 1/2	37 1/2
St. Regis (NYSE)	31 1/2	30 1/2	31 1/2
Southwest Forest Ind. (NYSE)	18 1/2	17 1/2	14 1/2
Sun Chemical (NYSE)	31 1/2	32	26 1/2
Visual Graphics Corp. (AMEX)	6 1/2	5 1/2	5 1/2
Volt Info. (OTC)	32 1/2	33 1/2	N/A

Doctors honor 5 Texas newspapers

Five Texas newspapers were honored for outstanding medical journalism by the Texas Medical Association. The association announced February 1 that three papers each will get \$250 and a certificate for their health communication efforts. The others will receive merit citations.

Almost 100 entries were evaluated in the annual Anson Jones Award competition for excellence in communicating health information to the public. Entries, which also included magazines, radio stations and television stations, covered a wide variety of health-related subjects.

Judges said Texas readers and physicians should be proud of the many reporters who handle medical news because the entries showed overall high quality. Mario E. Ramirez, M.D., TMA president, said the entries were judged on the basis of accuracy, significance, quality, public interest and impact.

Award winners for newspaper coverage are Mary Jane Schier, medical writer, the *Houston Post*; Gene White, staff writer, *Amarillo Daily News* and *Globe-Times*; and Arlington Citizen-Journal staff. Susan K. Hurt, editor, *El Paso Today*, and *Texas Monthly* won in the two magazine categories.

Citations of Merit go to Linda Little, medical writer, *Dallas Morning News*, and Anne Dodson, staff writer, *Corpus Christi Times*, for newspaper coverage. Citations for magazines go to Regina Slaydon, editor, *The Dow Texan*, and Kurt Johnson, writer, *Texas Co-Op Power*.

Judges who reviewed the newspaper and magazine entries were Roland Lindsey, Austin bureau chief of United Press International; Dr. Dwight L. Teeter, chairman of The University of Texas at Austin journalism department; and Larry D. Boston, editor of *American Medical News* in Chicago.

Winners will receive their certificates and cash awards at a special ceremony in Houston on May 17, 1980, during TMA's 113th annual meeting.

Placement service

The New York-based Overseas Press Club offers a free Placement Service for members who are seeking employment, and those who are seeking to change jobs. Job-listings come from all over the United States and overseas for part-time or fulltime employment. The Placement column is carried regularly in the Overseas Club Bulletin. Editors, staffers, publicists and public relations personnel are invited to send placement notices for free publication in the OPC Bulletin. The address is Helen Altert, Overseas Press Club, 52 E. 41st St., New York 10017.

Keavy dies

Hubbard Keavy, 77, former executive director of the *Laguna Beach* (Calif.) *News-Post* and an AP man 39 years, a founder of APNEC, the California AP News Executives Council, died January 20.

Goldie

(Continued from page 33)

ting it by the month?

... I've got an old heifer I'd like to get rid of.

• There are calls for every department:

... Socialization department, please.

... Appetizing department, please.

... I'd like to talk to a retail space-man.

... Transposing department, please.

(Why aren't the people who call the city desk polite like those who call Goldie?)

... Lynn Mathews in sporting goods, please.

... Distribution, please.

... May I have the delivery room, please.

... Will you give me the office that's behind two blue doors?

... Hello, can you circulate me through the newsroom?

City editors and other city desk personnel, if they were prone to clichés, could "write a book" about their phone conversations with anonymous callers.

In a way, that's what Goldie does. She jots down the comments that amuse her and passes them along to Mollie Hands, "editor and chief" of "The Occasional

Columbian," for next month's Goldie's Giggles column.

And how do the Columbian's 325 employees like their switchboard operator's column? Great. It ranked second in a recent readership survey behind stories about employees.

While automation has changed the switchboard operator's job in many places, the personal touch is very much in evidence where Goldie is concerned. Her cheerful voice has callers feeling she's talking to her first "customer" of the day ... every time. Who would guess she's sitting there just waiting to pounce on an errant phrase and ship it off to the company publication to amuse her co-workers?

"I pay for my paper by the year," one old gentleman said. "Can you tell me if I should die before the year is up, would this be refunded to me?"

According to a colleague, Goldie's response was, "Yes, if you call and let us know within 30 days."

Another caller asked, "Does your paper print regular news?" Goldie handled the call in her usual polite manner, then turned to Elmar Frye and said, "The Columbian does print regular news and that's why Goldie's Giggles are in The Occasional Columbian."

The Columbian's circulation keeps going up. Ad linage keeps going up. Profits are up. Everything is up. If Goldie's responses to "peculiar" queries are

doing anything more than amusing the questioners, it certainly isn't showing up on the bottom line! And, Columbian employees, including Publisher Don Campbell, enjoy giggling as much as any gaggle of newspaper people anywhere.

Fined for littering

Vermont District Court, Burlington, has fined *Shopper's Guide*, weekly shopper, \$25 for littering, following formal complaints by Burlington residents filed with the city's police department. The shopper was cited after residents complained about the free paper blowing across their roads, yards and sidewalks. Chittenden County Deputy's State's Attorney Norman Blais said that the littering charge was first of its kind that he could remember within city limits. Most littering charges, said, are brought against persons tossing garbage on an interstate highway.

Chicago ad sales office opened

Newsday has opened a midwestern advertising office in Chicago, David Targe, senior vicepresident marketing said. The Long Island newspaper's new office, located in the Wrigley building, will be headed by Douglas Ferguson. Ferguson has been a member of Newsday's sales staff for 11 years.

CAMERA-READY

TV Data's well-known camera-ready listings are ready to roll. We presently use over twelve miles of film each month to bring you camera-ready convenience and quality. Or you may prefer fast wire delivery. Each offers TV Data's wide range of typesetting and editorial options—allowing you to custom-tailor listings to fit your publication.

- Any style or format.
- Customized feature package.
- Complete TV booklets.
- Special and Children's show breakouts.

TV Data is ready when you are! For more information, call our Hotline:

(800) 833-9581

New York Tie Line (212) 581-3169 Toronto Tie Line (416) 366-9319 Local Line (518) 792-9914

TV DATA
Quaker Village, Glens Falls, New York 12801



Michael Georgopolis

Retailer joins syndicate to direct licensing

Michael Georgopolis joined United Feature Syndicate and Newspaper Enterprise Association February 4 as vice-president and director of licensing.

Georgopolis has been in retailing and the toy business for 20 years, most recently as vicepresident for sales and marketing for Bandai America, U.S. sales arm of the Japanese toy manufacturer.

The new licensing director succeeds William H. Ravenscroft, who announced plans to establish his own licensing and consulting companies last Fall and leaves UFS/NEA February 28. Ravenscroft has signed a 3-year agreement with Burger King Corporation as licensing consultant and four other companies involved with licensing.

Robert Roy Metz, president of United Media Enterprises and UFS/NEA, in announcing the appointment of Georgopolis, noted: "Over the last 10 years, character merchandising has grown enormously in volume of sales and impact on the marketplace. Much of that impact has been created by consumer acceptance of quality products bearing the likenesses of Snoopy, Charlie Brown, Woodstock, Linus and the other characters created by Charles Schulz.

"Although we are sorry to be losing the full-time services of Bill Ravenscroft, who has played such a key role in this success, we expect to continue our relationship with him on a consultancy basis."

Georgopolis received his bachelor's degree in retail marketing from Michigan State University, joining Foley's store in Houston. He later joined Fisher-Price Toys and held several posts including di-

rector of sales and marketing in Canada. In 1976 he became vicepresident/merchandising for Hasbro Industries, leaving the toy company to establish the U.S. company for Bandai at the end of 1978.

* * *

The Washington State Historical Society in Tacoma is planning a one-man show of cartoonist J. Grizwold's work including a series of original drawings of "Hardpan Pete", a weekly comic strip self-syndicated by Grizwold. The cartoonist lives in Seattle.

* * *

Syndicated columnist Jack Anderson will be the guest speaker for the Colorado Press Association's luncheon February 22, in Denver.

Anderson will talk on "The News Behind the Headlines" for the Capitol Hill Luncheon during the CPA annual conference at the Brown Palace Hotel, February 21-23. Michael Balfe Howard, editor of the *Rocky Mountain News*, will introduce Anderson to an audience of officials in the state government and legislature and editorial representatives.

* * *

The new address of the National News Bureau, which serves college newspapers throughout the United States, is 262 South 12th Street, Philadelphia, Pa., 19107. The editors of the recently-formed syndicate are Andrea Lull Diehl and Harry Jay Katz.



SUPPORT—Gannett Newspapers sales account execs show enthusiasm for Frozen Food's 50th Anniversary. 62 Gannett Newspapers in 41 markets with a total circulation of nearly 3 million will run Frozen Food sections in 1980. These Gannett "supporters" include: (top to bottom, left to right) Linda Hill, national ad manager, Cocoa Today; Denise Tomasula, account executive, Westchester Rockland Newspapers; Kathy Coole, account executive, Gannett Newspaper Advertising Sales; Tom Rudd, account executive, GNAS; Bill D'Elitto, national advertising manager, Westchester Rockland Newspapers, and Dick Tushingham, account executive, GNAS.

AUTO ALBUM

REACHES THE AUTOMOBILE BUFFS IN YOUR AREA!

AN **AMERICAN** ROLLS-ROYCE!

THOUGH KNOWN SINCE 1904 AS A BRITISH LUXURY AUTOMOBILE, ROLLS-ROYCE WAS ALSO BUILT AT AN AMERICAN BRANCH FACTORY IN SPRINGFIELD, MASS., FROM 1920 TO 1931.

1931 ROLLS-ROYCE "SPEEDSTER" PHANTOM
144 3/4" W.B. 6-CYL. O.H.V. ENGINE
WITH 46B CU. IN. DISPLACEMENT
4 1/4" x 5 1/2" BORE AND STROKE
100 H.P. @ 2250 RPM
4.5 COMPRESSION 3.71 GEAR RATIO
21-GAL. FUEL TANK 11 M.P.G. AVG.
MECHANICAL BRAKES

7-00 x 20
1-20

MOST AMERICAN ROLLS-ROYCES HAD BODIES BUILT BY BREWSTER.

© 1980 United Feature Syndicate, Inc.

Give your readers a nostalgic look at cars, past and present. Author Tad Burness provides an attractive illustration and brief text for each weekly panel.

For rates and availability call (212) 557-2833.

UNITED FEATURE SYNDICATE
200 Park Avenue, New York, N.Y. 10017

Syndicates

New medical specialty is column subject

A young resident physician was intent on specializing in orthopedic medicine when along came the draft of doctors for Vietnam. The Army made him an anesthesiologist in six months.

And Dr. William O'Riordan came back after three years in Vietnam a convert to the practice of emergency medicine.

"What I saw there was care light years ahead of what was being rendered in private citizen care," he says.

Since then he has been an evangelist for the specialty, as have thousands of other young doctors who served in Vietnam—resulting in the American Medical Association finally approving emergency medicine as a specialty last September. The first Board exams for emergency medicine will be given this month.

And the California physician couples an education bent with emergency medicine. Out of his teaching and public appearances and expert witness testimony in California and Washington, has come a syndicated newspaper column titled succinctly, "Emergency Medicine." Inter-Continental Press Syndicate launched the medical column last October.

Dr. O'Riordan is co-director of the Department of Emergency Medicine and Paramedic Coordinator at St. Francis Medical Center in Lynwood, California. It is the busiest private emergency department in the state with over 200 patients handled daily.

Additionally, the new columnist is a clinical instructor of emergency medicine at the University of California Medical Center in Los Angeles and public relations chairman for the American College of Emergency Physicians.

Dr. O'Riordan has been with St. Francis Medical Center since 1969. He is a graduate of the University of Kansas School of Medicine.

Grateful for the medicine learned in Vietnam, O'Riordan assesses advanced emergency treatment there, which saved many more lives than were saved in the Korean War, as one positive thing that came out of Vietnam for people at home. He was chief of anesthesiology at the 3rd Surgical Hospital in Dong Tam, south of Saigon, for more than a year. Of vivid memory is one three-day bombardment when operations had to be performed on the floor.

The doctor's concern with introduction of paramedic units out in the community stems from Vietnam lessons. "Some of my closest friends are firemen," he says of those who undergo the 1800 hours' training.

"Calm and cool in crisis situations" he

adds in explaining use of firemen as paramedics.

The newspaper column adapts subjects from cases Dr. O'Riordan has treated. He does not use any question and answer format, but details the emergency problem and explains steps for readers in 1-2-3-4 point fashion. Precisely, but not too briefly—"You have to cover the subject and not leave anything out or the reader might omit an important step."

And there is no ghost writer. The doctor sometimes types out his column hunt and peck system at home. "An important part of medical information could be lost if I let someone else do it."

In addition to serving as consultant for Johnson & Johnson and for Western Airlines as a consultant and director of its Basic Life Support Course, Dr. O'Riordan makes regular radio and television appearances, giving basic emergency information.

His wife, Cindy, who is expecting twins next month, is an x-ray technologist. She is attending law school and will specialize in family law. Dr. O'Riordan is concerned in that area too, often serving as an expert witness in child abuse cases with intent to get changes in sentencing structure.

"Emergency Medicine" runs three times a week. O'Riordan writes in narrative style setting the scene for the emergency situation—such as the gas-tanker fire in which three firemen suffered third degree burns. Explanation of burn degrees and specific treatment of each followed in the column.

One column found the doctor noting that "human bites are some of the worst types of injuries encountered in emergency medicine." The human mouth, he wrote, is the second dirtiest—the camel ranks first.

That column came after an hysterical woman arrived at the emergency department of St. Francis with her child whose ear had been bitten in two by a neighborhood bully during a fight.

Childhood fevers were detailed in another column, and in another the doctor wrote of being horrified by the injuries sustained by a 71-year-old woman who had been robbed, beaten, and raped. He then explained what a rape victim should and should not do after immediately calling a law enforcement officer.

And of course, Dr. O'Riordan has written on choking—that all too frequent cafe coronary. He explained those four sharp slaps between the shoulder blades, the Heimlich technique and cardio-

pulmonary resuscitation, noting that he has used the procedures five times outside of the hospital emergency department, and luckily, in each case, has been successful.

* * *

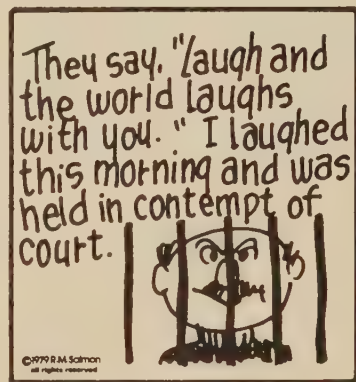
A weekly humor column, "Out of My Head" by Robert B. Chipkin, after running two years in the *Springfield* (Mass.) *Sunday Republican*, entered syndication over the Newhouse News Service via Field Syndicate in mid-January.

In addition to writing the column, Chipkin is assistant to the city editor of the *Springfield* (Mass.) *Morning Union*.

The newspaperman usually begins his column with a fractured proverb and then uses current news events for a dialog that cuts through the funny bone to the heart of the matter. Such as, "A house is not a home until it's paid for," in which he converses with a friend who invites him to dinner and has posted a sign on the doorway, "Historic Smythe House, admission \$1," directed at reducing the high mortgage costs.

Chipkin holds a bachelor's degree in political science from Union College, Schenectady, and a master's degree in journalism from Indiana University, Bloomington.

The 31-year-old columnist has been with the *Springfield* papers since 1974, in various posts as reporter and assistant bureau chief in Holyoke and Northampton bureaus. Earlier he was a copy editor for *Cosmopolitan Magazine* and in freelance writing and editing in New York City.



Ray Salmon, a free lance illustrator and artist in the San Francisco area, is launching syndication of a comic panel "The Little MAN" beginning February 25.

Salmon is also an instructor and administrator at various school levels and currently teaches commercial art part-time on the college level in the Bay area. The Colorado-born artist holds a bachelor's degree in music and art and a masters in Fine Arts.

Salmon's address is P.O. Box 712, Vallejo, California.

Ad scene

By Dan Lionel

What goes up and stays up? Help wanted

As if further proof were needed that the once considered 'volatile' help wanted classification appears to completely flout the laws of gravity, 81% of respondents to Deutsch, Shea & Evans' annual survey indicate that personnel demand will either remain stable or increase through 1980. Thus the 29% classified help wanted gain achieved last year toppling all records for the 4th consecutive year can again be expected to pace classified's upward flight.

Of the top employment executives surveyed in DS&E's Employment Level Forecast Survey, 39% see increased hiring in the coming year, 42% say employment levels will remain stable and only 14% say they will decrease at their respective corporations. The survey, conducted prior to the Russian/Afghanistan imbroglio, does not reflect the potential impact upon recruiting of stepped up armament spending.

Those occupations, DS&E reports, which can expect the largest increases are not surprisingly, electronic data processing (EDP); professionals (39% see an increase here), followed by engineers and scientists (33% expect to increase staffs in this area). Women and minorities will also fare well this year; almost half of the personnel directors said they intend to hire more from this group.

The smallest increases will be with executives (only 19% see an increase), sales representatives (22%), production workers (23%) and clerical workers (24%).

Among the organizations projecting an increase in hiring, responses fall between the 5% and 10% level though some run as high as 20% of current employment. Of the 19% who predict employment cut backs in 1980, 9% mention business slowdown as the major factor. Automation and efficiency, 3%, fear of recession, 2%, reorganization, 1%, cost cutting, 1%, and miscellaneous, 3%, are also cited as major factors.

Possibly reflecting an awareness of the cost and difficulty of replacing dismissed personnel is the fact that despite current talk of economic slowdowns and recession, the overwhelming majority (92%), reported that their organizations have not laid off significant percentages (ie. more than 5%) at the date of the survey although some have instituted a hiring freeze.

In a related study by DS&E the continued scarcity of technically trained men and women is laid at the doorstep of the nation's colleges and universities. "Job-mismatch" is how the agency de-

scribes the situation. "Job-mismatch," the study notes, "is what happens when more graduates than the market can absorb are produced in some fields such as teaching and the social sciences while in others, notably science, engineering and computer science, too few are produced to meet the acute need."

The impact is felt by parents, who finance the spiralling costs of higher education, students who can't find jobs, taxpayers who support resulting unemployment and industry, unable to obtain enough new brain power to improve productivity and stimulate innovation.

Some 500 top school placement directors were polled on the problem by DS&E and a summary of the responses from 205 blames several groups for the situation:

—American business, unable to provide long range forecasts of its human resources needs.

—A university system which fails to provide adequate career counselling and information to its students.

—Faculty members who promote their own specialties without regard to the realities of the job market.

—The students themselves, for choosing courses that do not provide marketable skills.

Lacking in the survey report is the relationship between the college placement director and the curriculum policy makers. Apparently the former carry relatively little clout in the educational apparatus where, in the world of academia, the prevailing view questions the function of a university to provide its graduates with a vocation. Only 16% of those responding said their colleges or universities review their curricula once a year to adjust to changes in employment trends. Nowhere are the trends more readily and clearly available than on the employment ad pages of their nearest daily newspaper.

Deaths

ARTHUR D. POTTER, 82, former circulation director of the *Mongomery* (Ala.) *Advertiser-Alabama Journal*, December 31.

FRANCIS H. BORDSEN, 70, Associated Press newsman, December 27.

EVALENE LOCKE SPRAWL, 72, retired in 1975 as an associate editor of the *Army Times*; a reporter with the *Los Angeles Times* before becoming an information specialist with the Army in World War II; January 29.

Ad execs named

GORDON GRAY was named managing editor, *Green Valley* (Ariz.) *News and Sun*. JIM KELLY was named ad manager.

The following changes were made in the ad department of the *Atlanta* (Ga.) *Journal and Constitution*:

GORDON FRENCH classified ad dept., was named retail sales manager.

LAWRIE HORST has joined as a marketing consultant in classified ad dept.

TONY WEBB will manage the 1980 special sections program and coordinate the furniture classification.

EARL REITH 25 years with the paper, now devotes full time to expanding the co-op program.

Restraining order won by Harris Corp.

A federal judge in Orlando, Fla., granted Harris Corp., Melbourne, Fla., a temporary restraining order against the government of Iran (E&P, Jan. 12).

According to Harris, the order forbids Iran and Bank Melli Iran from collecting on a \$1.3 million letter of credit related to a 3-year-old contract for Harris to install an electronic system for the government of the shah.

GOP

(Continued from page 44)

Community, the Detroit Historical Museum, numerous ethnic restaurants and the many automobile and other industrial plants.

The Carl Byoir and Associates public relations firm has been hired by Detroit Renaissance, Inc. to extol the city's merits, and has begun to mail out news releases to the media.

The Byoir group is the same firm that handled the PR work for Kansas City during the 1976 convention, and its efforts were so successful that Kansas City's status as a convention center moved up from 23rd to seventh in rank, according to John Coxeter, the Byoir executive who is in charge of the GOP program in Detroit. In addition, the Kansas City conventioners are said to have added some \$37 million to the city's business coffers.

By July, Coxeter said, his offices in the Renaissance Center will have set up their own print shop, and will be providing the visiting journalists with two or three news releases a day.

Members of the press will be honored at a reception tentatively scheduled for July 12. It will be one of five gala receptions set to kick off the convention activities, the total budget for these events being some \$130,000.

Classified Advertising

BENEFIT FROM OUR VAST
NEWSPAPER AUDIENCE

FEATURES AVAILABLE

AUTOMOTIVE

YOUR AUTO AND YOU. Weekly column of answers to your readers' car problems, plus weekly test report on new cars, vans. Write for samples, rates. Automotive Features, 814 E. Manor Circle, Milwaukee, Wisc. 53217.

AUTO COLUMN, straight from Detroit action I cover. \$25 a month. Janicki, 37825 Santa Barbara, Mt Clemens MI 48043.

BOOK REVIEWS

BOOK REVIEW—Author interview column, 600 words. Timely, wide ranging, written by experienced critic. Samples: RK/Reviews, 1445 Chandler Dr, Fairlawn NJ 07410.

BUSINESS

FORECASTS—Weekly column on what's happening and what's going to happen economically—what the pros and experts say about how events current and coming will affect business, jobs, money. Well written. James Co., Box 341, Newbury OH 44065.

COMIC STRIPS

BEST comic strips, puzzles, feature columns, editorial and sport cartoons. FREE CATALOG or \$2 for sample pack. R-GABS, 1324 N 3rd, St Joseph MO 64501.

COUNTRY WESTERN MUSIC

COUNTRY CORNER—by Doug Davis. Country-Western music's most widely read columnist answers readers questions surrounding one of the country's most popular music forms. For samples and rates write or call. TV Compulog Services, Inc., Farmingdale NY 11735. (516) 752-9454.

CURRENT AFFAIRS

"RECOGNITION" articles 250-1200 words analyze current events from a fundamental viewpoint, discusses principles to apply written in clear, understandable style. Box 32199, Editor & Publisher.

EDUCATION

TEACHER FEATURE—Utilize the "Newspaper as the Textbook." Daily lessons available for grades K-8. Developed by certified teacher/journalist. Syndicate rates. 603 Union Rd, Spring Valley NY 10977.

ENTERTAINMENT

SHOWCASE—by Steve Walz. A weekly column covering all fields of entertainment. Gossip information and tidbits on people and happenings in the public eye. For samples and rates, write or call TV Compulog Services, Inc. 1640 New Highway, Farmingdale NY 11735. (516) 752-9454.

GENERAL

FOR THE ONE publisher in 10 really serious about promotion—The Bottom Line tells your local merchant why he should use more newspaper advertising. Weekly questions and answers by publisher-professor use fact, logic and humor. S. Gale Denley, The Journal, Box 278, Bruce MS 38915.

FLEXIBLE FREELANCE FEATURETTES on Western History, Natural History or Science. Details: Information Systems, PO Box 359, Ft Collins CO 80522.

GENERAL

HUMOR, info, puzzles; low prices. List and few samples free. Kit of 60, \$2. Dickson, 17700 Western 69j, Gardena CA 90248.

GOVERNMENT

STILL OFFERING only wire service government news to your readers? Add a tailor-made service for your audience's congressional district. Capitol Hill writers. Not wire service style but fresh, confounding studies and insights. Includes the agencies. Free samples and details. T. Glaros, 10110 Brunett Av, Silver Spring MD 20901.

LIFESTYLES

PRIME TIME, a column offering incisive reporting and illuminating commentary on the pertinent and personal concerns of middle-aged and older Americans. Is authored by Cy Brickfield, executive director of the world's largest organization of older people. Offered free weekly as a public service. Write for samples; PRIME TIME, Room 812, 1909 K St NW, Washington DC 20049.

MOVIE REVIEWS

MINI REVIEWS (Cartoon illustrated) Great for weekend section or entertainment pages. Issued weekly. Camera-ready. Our 6th year. Cineman Syndicate, 7 Charles Court, Middletown, NY 10940. (914) 692-4572.

NEW YORK

SOPHISTICATED, PRESTIGE-ORIENTED features on New York coverage various aspects of city life from culture to sports and politics to urban problems. 700-900 word average length, available twice or three times a month. Already appearing in some Eastern papers. Articles have news content with liberal time element and comment in New York vein, but not politically oriented. Regular contributor rates. Samples on request. Nicholas King, 39 E 79th St, New York NY 10021.

PUZZLES

RUN G * A * R * B * L * E * S NOW
FUN F I E ! A ! T I U ! R ! E W O W
F O N E 2 1 2 - 4 7 7 - 2 5 3 5 F O N E

REAL ESTATE

HOUSE CALLS—Citation for recent national award says "entertaining format, concise, solid writing skills and a wealth of real estate knowledge." 6th year, major dailies. Edith Lank, 240 Hemingway, Rochester NY 14620. (716) 271-6230.

RECORD REVIEWS

RECORD REVIEW—Keep your readers informed. Everyone buys records!!! Contact: Imagine Magazine, PO Box 2715, Waterbury CT 06720. (203) 753-2167.

ATTENTION MIDWEST ADVERTISERS

Now you can call in your Help Wanted and Equipment & Supplies ads to our Chicago office.

You may call in your ads to Elaine Sims at

(312) 565-0123

Deadline: Tuesdays, 12 noon (CST)

RELIGION

RELIGIOUS SENSE—500 words weekly. Not a devotional or polemic. Roger Zoliar, 310 S Main, Edwardsville IL 62025.

SOAP OPERAS

SPEAKING OF SOAPS—By Mary Ann Cooper, America's favorite soap opera columnist covering one of America's favorite pastimes. Soap opera gossip, recaps and for the first time, previews of the next weeks episodes. For samples, rates and availability in your area, write or call TV Compulog Services, Inc. 1640 New Highway, Farmingdale NY 11735. (516) 752-9454.

SPORTS

BASEBALL CONTEST builds ad sales, circulation, dailies, weeklies. We do all judging. Hurry for exclusive your city. Allied Press International, Box 2291, Washington DC 20013. (202) 638-2749.

FROM THE SIDELINES—by Bernie Beglane. A weekly look at sports on a national level, from a viewpoint that is fresh and appealing. A real readership builder. Bernie has been around, benefit from his experience. For samples and rates, write or call TV Compulog Services, Inc. 1640 New Highway, Farmingdale NY 11735. (516) 752-9454.

SENIOR CITIZEN

SENSITIVE AND REALISTIC—Today's senior citizen population is increasing and more varied than ever. Margaret, a leading authority, speaks directly to their concerns—and their strengths, in DEAR SENIOR CITIZEN. Letters and answers of interest to all ages. Full of practical information, spice and life. Weekly. Write for samples and rates: MHS Features, PO Box 425, Lenox Hill Station, New York NY 10021.

TAXES

FARM TAXES, popular weekly column in its sixth year is available in a few areas. For topical samples and prices write: Cricket, Box 527, Ardmore PA 19033.

TELEVISION

VIEWER'S VOICE—Weekly TV question and answer column that can answer all your readers questions about stars, shows, movies—the world of entertainment. For samples, rates, write or call TV Compulog Services, Inc. 1640 New Highway, Farmingdale NY 11735. (516) 752-9454.

WEEKLY

"BOOTSTRAPS" is basic. It's an interesting, competitive, habit-forming, 800 words of creative entertainment and cultural motivation for self-improvement. \$5 per week, 4 weeks free. Elm Hollow Syndicate, Box 403, Livingston Manor NY 12758.

ANNOUNCEMENTS

BOOKS

"HOW TO START Your Own Community Newspaper," Only \$9.95. Praised in New York Times, Editor & Publisher, Meadow Press, Box 35-E, Port Jefferson, NY 11777.

BUSINESS OPPORTUNITIES

HAVE BUYERS for shoppers, newspapers, radio stations. PBB Associates, 77 Patton, Asheville NC 28801, (704) 258-9824.

BUSINESS SERVICES

ZIP CODE DIRECTORIES—\$3 each, Postal approved, Virginia Hall, Martinsville Bulletin, Martinsville VA 24112.

NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE TAX partnership, loan depreciation and insurance purposes. Sensible fees. Brochure. Marion R. Krehbiel, Box 89, Norton, Kans. 67654, or Robert N. Bolitho, Box 7133, Shawnee Mission, Kans. 66207.

NEWSPAPER BROKERS

CONFIDENTIAL NEGOTIATIONS Newspapers Weekly
Daily W.B. GRIMES & CO.
National Press Building
Washington, D.C. 20045
(202) National 8-1133

MEL HODELL, Newspaper Broker,
P.O. Box 2277, Montclair, Calif. 91763.
(714) 626-6440

SNYDER NEWSPAPER BROKERS
136 E. Honolulu
Lindsay, Cal. 93247 (209) 562-2587

WHITE NEWSPAPER SERVICE
Appraisals, Mergers, Sales.
No Charge for Consultation.
Box 783, McMinnville TN 37110
(615) 473-2104 or 473-3715

JIMMY CROWE
CONFIDENTIAL NEGOTIATIONS
Specializing in the best southern markets.
12 Cutler Dr, Savannah, GA 31405, (912) 925-8666, day or night.

KREHBIEL-BOLITHO, INC.
Over 500 sales in our 30 years.
(We handle different properties—offices 350 miles apart.)
MARION R. KREHBIEL, "Norton office,"
PO Box 88, Norton, KS 67654. Office (913) 877-3407

ROBERT N. BOLITHO, "Kansas City Office,"
PO Box 7133, Shawnee Mission, KS 66207, Office (913) 381-8280.

BILL MATTHEW COMPANY conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 733-8053 daytime; (813) 446-0871 nights; or write Box 3364, Clearwater Beach, FL 33515. No obligation, of course.

SYD S. GOULD ASSOCIATES
"The broker with instant buyers"
SALES, SERVICE, MANAGEMENT
Rte 1, Box 145, Theodore AL 36582
(205) 973-1653

HEMPSTEAD & CO.
Newspaper brokers and appraisers. Write or call for free consultation. 47 Edgewood Dr., Cherry Hill, N.J. 08003. (609) 795-6026.

50 YEARS OF MEDIA EXPERIENCE
We specialize in radio, TV, weekly, daily and community newspapers. Professional, confidential.

Business Broker Associates
(615) 756-7635.

ANNOUNCEMENTS

NEWSPAPER BROKERS

WE HAVE CONDUCTED more than 300 formal appraisals of newspapers, large and small. **NEWSPAPER SERVICE COMPANY, INC.**, PO Dr. 12428, Panama City, FL 32401.

NEWSPAPERS FOR SALE

GROUP WESTERN WEEKLIES in highly desirable growth area with central printing plant and commercial customers for sale to proper person or company. Owner has other interests. Established and secure in its markets, with steady increases in gross and net. This year's budget is \$1.4 million gross sales. Modern equipment, reliable staff and very clean situation. Queries must include evidence financial ability and publishing experience. Box 31926, Editor & Publisher.

COMMUNICATIONS COMPLEX in major European capital, includes English language daily and radio station and central printing plant for percentage of annual gross, 50 to 80 equivalent equity, \$1 million cash down payment. Management remains. Many tax, travel and cross cultural advantages. Box 31950, Editor & Publisher.

NEW YORK profitable rural weekly with offset plant. Cash down \$80,000, with ten year payout on balance including a non-compete. Everything open to serious negotiation provided dealing with genuine community minded newspaper person. Give your background in first letter. Box 32058, Editor & Publisher.

WELL ESTABLISHED community newspaper serving unique marine related area in Pacific Northwest. Area has moderate climate, low property taxes, easy access to major centers. Write to Box 100, Point Roberts WA 98261.

TWO CALIFORNIA weeklies, fast growing area in Sierra foothills, excellent opportunity, owner has other interest. Price \$400,000. Box 32187, Editor & Publisher.

CENTRAL TEXAS WEEKLY for sale. Call after 6 pm, (817) 583-4134

SUBURBAN WEEKLY in Ohio growth area. Grossing \$70,000 on 1500 paid circulation. Available at 1.2 times gross, including phototypesetting equipment. Write Box 32250, Editor & Publisher.

SHOPPER—Minnesota 35,000 circulation \$320,000 gross, \$100,000 net to owner. Owners health requires sale. Profits increased 44.4% yearly average; 52.3% in 1979. \$500,000 cash or 29% down and terms. Box 32259, Editor & Publisher.

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

ALABAMA WEEKLY, 2900 paid subscribers. Healthy operation. \$210,000, terms. WEEKLY, ideal for husband/wife team. Friendly community. Good printing arrangement. Zone 4. \$42,500, terms.

TRI-WEEKLY run Sunday-Tuesday-Thursday. One of the top operations of the country. Complete offset plant. Same publisher for 20 years. \$1,115,000. We'll consider \$290,000 down, \$210,000 second year. Balance on 5 years with good interest rate. Zone 6.

BI-WEEKLY Sunday-Wednesday. Complete offset plant. Almost new. 4 unit King press, all major advertisers. Will sell for less than yearly gross of \$675,000. Pay 10% down and assume existing notes. Good opportunity to take over sound, established newspaper. \$555,000. Zone 6.

BI-WEEKLY publishing Tuesday-Friday. Top operation. Same publisher 10 years. \$555,000. Zone 5.

4 FLORIDA WEEKLIES complete offset plant. Long time publisher will sell this desirable group for \$861,000. Long term lease on new buildings. \$247,000 down.

GEORGIA WEEKLY small operation with growth potential. \$100,000.

IOWA community shopper, 64 pages average per week, \$880,000.

OUTSTANDING MONTHLY publication. 50,000 zone circulation. Established ad accounts. \$222,000. Zone 3.

CALIFORNIA TMC SHOPPER in high population area. Great future growth potential, all major chain advertisers. Auto and real estate strong. \$777,000.

FLORIDA WEEKLY, Husband/wife team will love the community, the sunshine and the price, only \$44,000.

SOUTH FLORIDA SHOPPER. Well established. \$105,000.

TENNESSEE WEEKLY, new shopping center moving in. Good location. Publisher is retiring after 12 years for health reasons. \$110,000.

KENTUCKY-INDIANA weeklies, small group of 4, \$240,000.

FULL COLOR MAGAZINE—Regional national advertisers. \$700,000.

BUSINESS PUBLICATION—Select audience of 19,000 subscribers. Average 34 pages each month. \$250,000.

BEAUTIFUL FULL COLOR magazine, 11,212 paid subscribers with 75,000 national newsstand distribution.

**BUSINESS BROKER
ASSOCIATES
(615) 756-7635**

CLASSIFIED ADVERTISING

Order Blank

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Authorized _____

Classification _____

Copy _____

CLASSIFIED ADVERTISING RATES

LINE ADS

(Remittance should accompany copy unless credit established)

1 week —\$3.10 per line.
2 weeks—\$2.95 per line, per issue
3 weeks—\$2.75 per line, per issue
4 weeks—\$2.55 per line, per issue

Add \$3 per insertion for box service and count as an additional line in copy.

POSITIONS WANTED

(Payable with order)

1 week —\$2.25 per line
2 weeks—\$2.10 per line, per issue
3 weeks—\$1.95 per line, per issue
4 weeks—\$1.70 per line, per issue

Add \$2.00 per insertion for box service and count as an additional line in your copy.

Count approximately 39 characters and/or spaces per line
3 lines minimum (no abbreviations)

DISPLAY CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes in your classified ad to display. The rate for display-classified is \$75 per column inch camera ready, \$70 pub set.

Contract rates available on request.

WEEKLY CLOSING TIME

Tuesday, 4:00 PM New York Time

Box numbers, mailed each day as they are received, are valid for 1 year

Editor & Publisher

575 Lexington Ave., N.Y. N.Y. 10022 (212) 752-7050

☐ Assign a box number and mail my replies daily.

To Run: _____ Weeks _____ Till Forbidden

Please indicate exact classification in which ad is to appear

Mail to: EDITOR & PUBLISHER • 575 Lexington Ave. • New York, N.Y. 10022

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

WELL-ESTABLISHED weekly in coastal resort Zone 3; 5 years old; 3600 circulation, small print shop included, grossed \$65,000 in '79. Needs capital to expand into 200,000 population area. \$100,000. Terms. Write Box 32200, Editor & Publisher.

WESTERN WEEKLY grossing nearly \$200,000. Plant and press included. Send your financial statement and experience. Box 32152, Editor & Publisher.

NORTHERN CALIFORNIA SHOPPER. Owner took home over \$23,000 last year and expects over \$40,000 this year. Will sell for appraised value based on last year's gross. Mr. Carlineo, (209) 526-2455. Terms. Brokers welcome.

ROCKY MOUNTAIN Suburban \$400,000 Iowa weekly 110,000 Iowa weekly 500,000 California suburban 250,000 Michigan weekly 370,000 State cash and qualifications first letter on all above.

MARION R. KREHBIEL
PO Box 88, Norton KS 67654

IOWA CASH SEAT weekly gross \$250,000, \$300,000 with two buildings worth \$60,000, 20% down, 10 years, 9% two MISSOURI WEEKLIES, SHOPPER grossed \$575,000, 1979, \$500,000 includes \$100,000 15% off, web press, \$50,000 accounts receivable. Profitable, terms.

ILLINOIS EXCLUSIVE WEEKLY, shopper, 1979 gross \$200,000, \$230,000 with \$60,000 building terms negotiable.

MIDWEST SUBURBAN priced at gross of \$1 million, full plant. Profitable, terms.

KANSAS WEEKLY, shopper grossed \$80,000, 1979, \$65,000, terms.

NORTHERN CALIFORNIA specialty newspaper, monthly, over \$35,000 cash flow, gross \$180,000, 15% off, web press, 10 years, 9%. Well established.

MISSOURI WEEKLY, exclusive in county, Gross \$107,000, net \$45,000. 29%, 8 years, 9%.

For more information:
ROBERT N. BOLITHO
P.O. Box 7133,
Shawnee Mission, KS 66207

NEW WEEKLY in California. Well accepted, good start. Affluent community of 10,000. Box 32320, Editor & Publisher.

MIAMI, Florida, week-end newspaper, one of most interesting in America, 20 years old, annual gross more than \$100,000, price negotiable. Write Art Rhodes, Miami Star, 1 Lincoln Rd Bldg, Miami Beach FL 33139.

ILLINOIS WEEKLY GROUP of four papers with 3-unit Goss equipped central plant; 1979 gross \$300,000 (25% job printing); showing good profit; owner there 16 years; good clean operation; growing, competitive area; price \$335,000 plus appraised value of 3 buildings; 29% down.

WESTERN OREGON WEEKLY Successful publisher who has other part time interests desires to sell at least 10% (up to 20%) of his excellent weekly to a working partner; exclusive in city over 7000; \$275,000 gross with no job or retail; 10% for \$35,000 cash. Complete personal information is a must.

NORTHWEST OREGON WEEKLY \$33,000 gross; over 7000 paid subscriptions; only \$25,000 and assume Comp IV lease (receivables included). Cash or \$7000 down.

JOHN N. JEPSON, BROKER
(406) 266-4223
Box B, Townsend MI 95644

SMALL weekly newspaper and/or large commercial shop (letterpress/offset). Excellent equipment. Big potential. Box 5677, S Lake Tahoe CA 95731. (916) 757-4878.

America's Leading Brokers
Know That When It Comes To
Selling Papers—
We Know Our Business

E&P Classifieds
(212) 752-7053

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

EASTERN PENNSYLVANIA WEEKLY with current annual volume about \$135,000 available at \$65,000 asking price, composition equipment included. Attractive opportunity for hard worker. W B Grimes & Co., National Press Bldg, Washington DC 20045.

NEWSPAPERS WANTED

CONSIDERING SELLING? Concerned about the tax consequences? Would you prefer to stay on as publisher, or in another role, or retain an ownership interest, or simply retire totally? We can tailor a purchase to fit your desires. No enormous chain, we are interested in profitable hometown newspapers, weekly or daily, grossing between \$350,000 and \$3 million. Confidentiality guaranteed. Box 31314, Editor & Publisher.

IF YOU ARE without competition in your home base, do not have a central printing plant, and have at least 4500 paid circulation, our widely-respected group of community newspapers would like to discuss purchasing your non-daily publication. Flexible arrangements to meet your needs, including your remaining with the newspaper. No paper too large for us to consider. Please send information to Box 31752, Editor & Publisher. All replies kept strictly confidential.

WEEKLY OR SHOPPER located in New York metro area, southern Florida, or Los Angeles area, grossing \$200,000 to \$400,000, strictly confidential. Box 32007, Editor & Publisher.

EXPERIENCED but undercapitalized group, editor and manager, circulation manager, controller—seeks equity position with daily, large weekly or group. Ideal for publisher who wants ownership control but out of daily management. Box 32180, Editor & Publisher.

INDUSTRY SERVICES

CIRCULATION SERVICES

EXTRA, EXTRA—Donnelly Enterprises, the professionals of the newspaper promotion business, are on the move. Allow us to demonstrate our capabilities with a proven phone or crew program. We guarantee results.

Call (215) 586-3954

ENGINEERING & INSTALLATIONS

PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 plate wide. Bramble Professional Press Engineering, Rt. 2, Box 2285, McAllen, Texas 78501. (512) 682-7011.

PRESSES-CONVEYORS: Consultants, Engineers, Riggers and Machinists for equipment installations, modifications, repairs, removals and overseas shipments. Skidmore & Mason, 1 Sherman Av, Jersey City NJ 07307, (201) 659-6888.

FINANCIAL

BANKERS TRUST COMPANY, a \$28 billion institution, has a team of seven specialists offering to newspaper owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million initial, confidential consultation anywhere in the United States at no charge. Call collect.

Frank Caloagno or Brad Hart
(212) 692-2430 (212) 692-2304

BANKERS TRUST COMPANY
280 Park Av, New York, NY 10017

NEWSPAPER DESIGN

NEWSPAPER DESIGN NOTEBOOK is a valuable source of new design and graphics ideas. For free copy write: 266 Fair Oaks, Chapel Hill NC 27514.

EQUIPMENT & SUPPLIES

BUSINESS SYSTEMS

CREATIVE DATA SYSTEMS offers flexible business systems designed for IBM/GSD computers. Systems available include a total market coverage Circulation System, Display and Commercial Classified A/R, Transient Classified, Payroll A/P, Inventory and G.L. Circulation System provides on-line access to subscriber, route, carrier and service error data. Produces ABC, drag, bundle wrappers, truck manifest, mailing labels and carrier billing. Handles P/A billing and amortization. Display A/R has extensive sales comparisons, contract performance and salesperson effectiveness reports. Contact CDS, PO Box 23054, Kansas City MO 64141. (913) 381-1109.

CAMERA & DARKROOM

KAMERAK SQUEEZE LENSES Variable lenses 0 to 8%. Fixed lenses up to 12%. Compare our quality and service. KAMERAK (213) 437-2779 Box 2798 Long Beach, CA 90801

Squeeze Lenses, new and trade-ins... Manufacturer/Specialists since 1968 New, super designs classified all CK Optical (213) 372-0372 Box 1067, Redondo Beach CA 90278.

NAPP EQUIPMENT: Exposure unit, vacuum frame, integrator, washer, drying oven, plus some spare parts. Price negotiable. Winona Daily News, 601 Franklin, Winona MN 55987. (507) 454-1643.

CIRCULATION SUPPLIES

MAJOR SUPPLIER OF POLY NEWS BAGS, PLASTIC STRETCH AND BUNDLING FILM, RUBBERBANDS, AND KRAFT, ALLEGHENY PAPER COMPANY, 4640 CAMPBELLS RUN RD, PITTSBURGH PA 15205. CALL COLLECT (412) 787-2700.

COMPUTER SOFTWARE

ADVERTISING-CIRCULATION Program packages for sale for IBM Computer Systems 3, 32 or 34, including ad sales, inch and money analysis reports anytime, also monthly billing reports. Extensive year ago history for all ad inches and money. CIRCULATION—draw sheet, all ABC reports anytime and at end of month. Advance of arrears billing. PIA, Mail, R. C. Zollinger, The Gallup Independent, P. O. Box 1210, Gallup, N.M. 87301, (505) 863-6811.

MAILROOM

BUNN MODEL PP-8S-6A plastic strapping machine, S.N. 55317. Excellent condition. Dean Krenz, Sioux City IA Journal, (712) 279-5068.

EQUIPMENT & SUPPLIES

MAILROOM

MULLER INSERTER model 227 three into one and one Muller 227 two into one. Excellent condition. Model 545 Cheshire, 526 label head and 12 foot conveyor. Ed Helsley, (800) 527-1668.

LIKE NEW 1/4 folder with 2 knife trimmer for Goss Headliner folder. Can be purchased for about half price of new replacement cost. Call Bill at (813) 223-9711 or (813) 920-5001.

SHERIDAN 48P inserter in very good condition. Our firm will install in your mailroom and train your personnel.

Call or write:
GRAPHIC MANAGEMENT ASSOC. INC.
Newspaper Mailroom Systems Div.
11 Main St., Southboro MA 01772
(617) 481-8562

DIDDE-GLASER DG 320 newspaper inserter. Three pockets, 2 in 1. Very good condition. \$9800. Contact Albert Geary, Roswell Daily Record, Roswell NM 88201. (505) 622-7710.

MISCELLANEOUS

MUST SACRIFICE!

AT UNBEATABLE PRICES

Heidelberg Kord offset press in nearly new condition. Windmill 10 x 15 platen press in like condition.

Plate Processor—48" manufactured by Wood, with eligibility letter.

A.B. Dick offset presses, models 385, 369, 360 and 350; also 320 and 310 table top.

A.B. Dick platemaker model 160 with 169 Auto-Doc feeder also model 107 etc.

Itel platemakers 11.17 and 20.24.

IBM Composing equipment with ball elements, photo typesetter with fonts.

A & M Headliner with 10 masters and Varityper with fonts.

2 Phillipsburg automatic inserting machines—2 station, also 4 Bunn string tying machines and 2 model 4351 Pitney-Bowes postage scales.

Acme book wire stitcher, GBC automatic and manual punch and binders; folders, 2 paper cutters; NuArc and Kenro photo offset cameras.

Destroyt paper shredder; Pitney-Bowes 50 station rotomatic and model 1428-200 Bin Auto Sorter.

5 IBM Executive and standard typewriters.

All items are on our premises and can be tried out with your job if you desire, no obligation whatsoever. We will listen to your offer as well, or will quote prices that are unbeatable anywhere.

Phone: Toll free (800) 521-5587, or in Michigan call collect (313) 865-7805.

ALL DATA MEDIA
1200 East McNichols Rd
Detroit MI 48203

THE INDUSTRY'S MEETING PLACE . . .

When you need to reach newspaper people, you can meet all the people you want to meet—buyers, sellers, employers, jobseekers, and more, in the pages of

Editor & Publisher

CLASSIFIED ADVERTISING

For rates and info: (212) 752-7053

EQUIPMENT & SUPPLIES

NEWSPAPER RACKS

75 K-410 BUBBLE RACKS. All in good condition. Buy any number or all. \$20 as is, \$35 reconditioned, \$55 with mechanism. Call Gus Gusewich collect, (305) 350-2080.

NEWSPRINT

NEWSPRINT ROLLS all sizes. BEHRENS Pulp & Paper Co. 3305 W. Warner, Santa Ana, CA 92704. (714) 556-7130.

NEWSPRINT ROLLS—Basis 30 lb steady supply, prompt shipment from inventory, delivered price on request. Brookman Paper Corp., 300 E 54 St, New York NY 10022. (212) 688-3020.

OFFERING NEWSPRINT

Write us after February 1 for remaining spot-priced 2nd quarter availabilities. Box 32034, Editor & Publisher.

76 TONS of 30 lb 29 inch Catalina Book paper, 40 inch diameter rolls, prime paper, 25 tons of 22.5 lb canary, 35 inch, 40 inch diameter rolls. FOB Kent WA. Call: (206) 872-6615.

PASTE-UP

McGANN & MARSH, INC.
Highest quality border tapes, largest assortment in the U.S. Request samples.
54-14th Street
Wheeling, W. Va. 26003
Ph. (304) 233-5211

PHOTOTYPESETTING

MAKING market in Mark I, II, III photo Pacesetters. The Lookout, POB 205, Hopewell Junc NY 12533, (914) 226-4711.

COMPUWRITER 1, spare parts and pulley kit, processor, 28 film strips. \$5500 or offer. (503) 687-0376.

TYPESETTING EQUIPMENT

Offering the following used typesetting equipment for sale:

Compugraphic 2961 HS, serial #1304, spare parts kit, extra font strips, good condition \$2000
Compugraphic 4961 TL, serial #1287, spare parts kit, extra fonts and plugs, very good condition \$2250
Compugraphic 4961, serial #1, good for parts \$500
Compuwriter Jr, serial #3247, good condition, spare parts kit \$2000
Compugraphic 7200 I High Rangr, serial #9495, spare parts kit, 12 font, excellent condition \$3000
AM 490 Edit/Set VDT (2), serial #1255, 1065, program tapes for 4961-2961, good condition \$450, \$750
Dymo-Star perforating keyboards, 4 units, all in good condition, each \$150
We will have two Compugraphic AC 9000 phototypesetters for sale in April, write for prices.

Mr Krewson
Shore Line Times Newspapers
Guilford CT 06437
(203) 453-2711

JOIN OUR CONTRACT CREW!

... Those individuals, companies, syndicates that know the value of an E&P ad and run with us on a regular basis.
So, be it 12, 26 or 52 times per year, we produce business and profit for these people. We offer you freedom to rotate your copy within our regular deadline times, monthly billing, and the best exposure in the field:

IN E&P CLASSIFIEDS

Come reserve your place now, in the most effective classified market in the newspaper industry.

E&P CLASSIFIEDS

Rates on Request
(212) 752-7050

EQUIPMENT & SUPPLIES

PHOTOTYPESETTING

COMPUGRAPHICS
7200—\$2800. Compuwriters—\$4000. 2961—\$2300. Keyboards—\$1200. Just-towns, FHM Business Products, Church Rd., Mt. Laurel, N.J. (609) 235-7614.

CASH FOR MARK I, IV, V
PACESSETTERS
(614) 846-7025

COMPUGRAPHIC I, \$3300; Compugraphic II, \$4500, 12 fonts, \$500. Both \$7500. Call (516) 484-4477.

FOR SALE—Compugraphic 4961, single lens, serial #477 with width plugs and fonts. Installed 10/27/70, spare reader available, \$1100. Call Ferris at (713) 564-8361.

COMPUGRAPHIC 7200 headline, brand new, still in carton. Film, fonts and machine. Call \$3750. Paid \$4450 new, must sacrifice. Call (14) 262-8247.

3 COMPUGRAPHIC 9100s, 1 autotape with displays, all in excellent condition. Call Rold Wincott at (312) 426-1600.

FOR SALE
7 Mark 3 Pacesetters
3 ECRM 5300 OCRs with BRPE punchers
1 Compugraphic 7200
2 Versatec printers

Call or write:
Danny Collins
Times-Morrow Corp
201 Campbell Ave
Roanoke VA 24010
(703) 981-3369

TAPE READER for Compugraphic Unisetter, seldom used, \$600. Spare parts kit Compuwriter I, \$250. Electro-Set tape punch 2 years old, \$600; older same, \$300. 17 cases 1/4-inch paper tape, \$9.60 per case, \$150 for lot. Wire stripper for Compugraphic 4961 S.L., \$150. Neal Cadley, Daily Journal, Rockingham NC. (919) 997-3111.

FOR SALE: Compugraphic IV high range 7200 72 point. Spare parts kit, \$6500. Compugraphic II 72 fonts, spare parts kit \$4500. (607) 334-4714.

HUGE SAVINGS!

Liquidating our remaining photocomposition equipment. All well-maintained, in daily newspaper production and working on our floor.

COMPUGRAPHIC:
TWO 2961 HS units with 9 fonts, 6 gears, spares, manuals, etc. \$1180 each, two for \$2250!

ACM 9000 WITH KEYBOARD, 6 to 36-pt., 8 fonts, you below market at \$7990!

DATATYPE OCR, optical character reader with video editing terminal, Facit punch, Decitek reader, sacrifice at \$2,450!

DIDDE-GLASER DG 320 NEWSPAPER INSERTER 3 pockets (2 into-1) in good shape, at fantastic price. Only \$5,900!

Sam McMichael, Des Plaines Publishing Co. Des Plaines, IL 60018. (312) 824-1111

COMPUGRAPHIC EQUIPMENT available May 1, 1980. Three Compugraphic IV 'A's, \$7000 each. 2 Videosetter Universals, \$28,500 each. One Autotape with visual display \$750. Three Autotapes without visual display, \$1250 each. Spare parts and fonts available for both Universals. All equipment is in good condition and is presently in use. For further information contact Bob Phillips at the Journal-American, 1705 132nd NE, Bellevue WA 98005, or phone (206) 453-4212.

EXTEL REPERFORATOR, model B406. Like New. Phone (314) 442-3161. Bob Humphreys, Columbia Missouriian, PO Box 917, Columbia MO 65205.

PLATES

MAGNESIUM PLATES
15 x 24 x .030 ga., Dowtech,
(617) 822-7121, extension 6.

PRESSES

NO PAPER ALLOTMENT, must sell 3 unit Thatcher press, 3 roll stands, folder, all excellent plus ATF Camera and plate burner. \$50,000 takes all. Phone (308) 234-4530.

4 UNIT UNIBANTE, complete, 2 years old. Suburban 1/2 x 1/4 folder available immediately. Call (617) 475-3210.

EQUIPMENT & SUPPLIES

PRESSES

- 1 UNIT GOSS COMMUNITY with folder Grease type excellent condition.
- 2 1972 Daily King add on units with roll stands.
- 1 Reconditioned Color King folder with 30 HP GE drive.

Call or write:
CONTINENTAL PRINTING MACHINERY
7881 Mastin St, Ste 201
Overland Park KS 66204
(913) 432-8276

HARRIS V 25, 4 or 5 units, JF 4 1/2, 1/2 double parallel folder with cross feed, upper balloon former, accumulator. New approximately 1971. Will set as complete press or individual components. IPEC, INC. 401 N Leavitt St, Chicago IL 60612. (312) 738-1200, Telex 25-4388.

CONTINENTAL PRINTING MACHINERY

We sell presses as is, or reconditioned. Move your press, install and train on all makes and models web offset and letterpress. 25 years experience. CONTACT: Ken Langley

7881 Mastin, Ste 201
Overland Park KS 66204
(913) 432-8276

GOSS UNIBANTE EQUIPMENT—1/2 page folder and 1/4 page folder. Will sell together or separate. 75 HP Fincor motor and mag amp drive. Compugraphic 2961 and 4961, Clydesdale 19x23 camera, 2 Friden just-writers, Robertson film sinks and more. Want to buy 100 HP motor and drive. Phone Gary Fernau (415) 757-2525 or write PO Box 70, Antioch CA 94509.

COTTRELL V-15A, 3 units, JF 7 folder
Cottrell V-15A, 2 units, JF 7 folder
Cottrell V-15A add on unit
News King 2 units/folder
2 units, 2 units, KJ 6 folder
Cottrell King KJ 6 folder, 30 in. drive
Custom-Bilt 3 knife rotary trimmer
Cottrell 2 position V-15A roll stand
Cottrell 4 position stacked roll stand
INTERWEB SYSTEMS
1836 Woodward St
Orlando FL 32803
(305) 896-4330 Telex 56-7471

GOSS UNIBANTE equipment. We own and offer complete presses, units, folders, and upper formers. Very early delivery. Used or remanufactured. O.N.E., Atlanta, GA. (404) 321-3992, Telex 700563.

FIVE UNIT FAIRCHILD News King. Printed quality daily newspaper up to January 1980. Also have all press-camera, plate equipment. J.V. Brenner, PO Box 4199, Napa CA 94558. (707) 253-7383.

COTTRELL V-22, 4 units, JF-4 folder with double parallel.
Cottrell V-25 folders, JF-1.
Cottrell V-25, 4-10 units.
Cottrell cross drive assembly.
Cottrell Vanguard V-15, 2 units.
Fairchild Color King 5 units, 1968.
Goss Community add-on units, 1969-76.
Goss Suburban 1500 series folder.
Goss SU folder, double parallel.
Goss Suburban, 8 units.
Goss Suburban add-on units.
Goss SC folders.
Goss folders: Unibanite, Suburban, SU, Community.
Goss Unibanite folder, 1970.
Goss Unibanite 1/4 folders.
Goss 4, 6, 8-position roll stand.
Goss flying imprinter 22x.
Fincor motor and control 40 and 75 HP.

WANTED: Newspaper equipment and complete plants.

IPEC, INC.
401 N. Leavitt Street
Chicago, Illinois 60612
(312) 738-1200 Telex 25-4388

COTTRELL V-15A JF 7 folder, 4 units with upper former, with quarter fold, also has rewriter built-in. Can be seen in weekly operation. Must sell due to expansion. Excellent operating condition. Priced right. (318) 527-7075.

GOSS SC FOLDER, 40 HP.
Goss Suburban "1000", 4 units.
Fincor 50 HP, 60 HP motors and drives.
Harris V-15A, 6 units, 2 folders.
Harris V-15A unit.
Color King, 4 units.
News King, 3 units and 4 units.
Kansa inserter, 4 stations, "2 up" model.
O.N.E., Atlanta GA
(404) 321-3992 Telex 700563

EQUIPMENT & SUPPLIES

PRESSES

22 3/4" CUTOFF GOSS HEADLINER, 4 units
2 half decks, 2 to 1 folder, available now.
21 1/2" cutoff Hoe Colormatic, 3 units, 2 half decks, available now.
4 Wood Autopasters
2 new Goss web width cut down kit.
22 3/4" cutoff Hoe color convertible 4 units, available now.
Goss Suburban, 2 units, and folder.
3 Wood single width reel tension pasters available now.

Now in our warehouse cleaned and painted or rebuilt.
4 unit Harris V22.
3-1 unit Harris V22, and folders.
4 unit Harris V15A.
4 unit Merghantaler.
1 Gregg imprinter.
8 unit V15A.
5 unit V15A.
6 unit Community SC folder, oil bath.
1 unit Community and folder, oil bath.
4 unit Community and folder, oil bath.
4 unit Suburban.
Suburban add-on units.
Urbanite, various.
BRAMBLE PROFESSIONAL PRESS INC.
Route 2, Box 2285, McAllen, TX 78501
(512) 682-7011.

MACHINERY FOR SALE

Second-hand Goss Unibanite and Harris-845 Rollstands immediately available and at substantial savings over cost of new rollstands.

CARY COMPANY, INC.

327 Pepper Road
Barrington IL 60010
(312) 381-4600

HOE COLOR CONVERTIBLE, 23 3/4", 1953, 10 units with 2:1 folder and 2 half decks, Wood Single Delivery 3:2 folding machine, double width, 22 3/4" cutoff, with substructures.
Goss Double Width folder, single delivery, 23 3/4", complete with substructure, 1965.

Goss Headliner, 22 3/4", 1963, 6 units, Di-Litho, with color decks.
Goss Headliner, 22 3/4", 1957, 4 units, single delivery folder, with color decks.
Goss Unibanite folders, balloon, roll arms, can be used on offset presses.

Two 60" Capco rewriters.
Two Wood reel, tension and pasters.
Three R. Hoe reels/tensions.

5 Unit Goss Suburban.
Two Dynaflex 1523-9 processors, with auxiliary platemaking equipment.
30 x 40" nuArc non-stop flip top.
New Baldwin press washers, 35".
Compuwriter II with 17 strips.

WANTED TO BUY—Sta-Hi twin router.

UNIVERSAL PRINTING EQUIPMENT

PO Box 455
Lyndhurst NJ 07071
(201) 438-3744

5 UNIT HARRIS V15A, 16 months old, 500 hours. Buy outright or buy interest in lease. Box 32274, Editor & Publisher.

NEWS KING, 3 unit press with folder. Excellent condition.
(415) 495-6010

WANTED TO BUY

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1983, Editor & Publisher.

NEED 1500 SERIES GOSS SUBURBAN 4 to 6 units.
BOX 200, EDITOR & PUBLISHER.

LATE STYLE
COTTRELL V22/25 AND 845
BOX 273, EDITOR & PUBLISHER.

CHESHIRE and Phillipsburg any condition. Call collect Herb (201) 289-7900 A.M.S., 1290 Central Ave., Hillside, NJ 07205.

MAKING market in Mark I, II, III Photo Pacesetter. The Lookout, POB 205, Hopewell Junc NY 12533, (914) 226-4711.

MULLER-MARTINI 227E inserting machine, 2 or more stations. Contact WR Stahler, PO Box 150, Napa CA 94558. Phone (707) 226-3711.

BEST \$\$\$ FOR YOUR METAL TYPE.
Lead Department Commercial Metals Co.
Box 1046 Dallas, Texas 75221
(214) 631-4120 Ext. 215

IBM COMPOSER, IBM ESC, IBM fonts, IBM: Heidelberg, N. Gregory, 343 Clive Ave., Oceanside, NY 11572. (516) 764-2250.

Help Wanted . . .

ACADEMIC

DIRECTOR SCHOOL OF JOURNALISM LOUISIANA STATE UNIVERSITY

Louisiana State University invites applications and nominations for an anticipated vacancy of the position of Director of the School of Journalism. The School, an academic unit within the College of Arts and Sciences, offers undergraduate as well as master's level programs in the fields of advertising, broadcasting, and news-editorial.

The Ph.D. degree and a record of scholarly publications is preferred. However, substantial professional and administrative experience is essential. The applicant must have the ability to communicate with groups both internal and external to the University.

Salary: Commensurate with similar positions at major universities.

Rank: Associate or Full Professor

Starting Date: July 1, 1980

Louisiana State University and A&M College, located in Baton Rouge, is the major educational institution in the state of Louisiana with a student body in excess of 25,000 and a faculty of over 1,000. The School of Journalism was created in 1927 and now has more than 1600 alumni.

A letter of application (or nomination), vita, and names and addresses of at least three references should be sent, not later than March 15, 1980 to:

Dr. Huel D. Perkins, Chairman
Journalism Search Committee
College of Arts and Sciences
Louisiana State University
Baton Rouge, LA 70803

Louisiana State University is an equal opportunity employer.

NEW POSITION established for an Assistant Professor in Journalism who also would advise student bi-weekly. Successful applicant will have appropriate terminal degree, professional experience and demonstrated success in the classroom. Send letter and resume by March 3 to Elden Rawlings, Chairman, Department of Communication, University of Miami, Coral Gables FL 33124. The University of Miami is an Equal Opportunity/Affirmative Action Employer.

ANTICIPATED teaching position, September, 1980. Assistant Professor, non-tenure track. PhD or MA with significant professional experience. Georgia State University is an equal opportunity, affirmative action employer in compliance with Title IX and other civil rights laws. Write Harold Davis, Department of Journalism, Georgia State University, Atlanta GA 30303.

ACADEMIC

ASSISTANT PROFESSOR OF JOURNALISM beginning September 1, 1980. Full time position in growing department to teach basic and advanced writing, editing and mass communications courses and other courses within the applicant's areas of special interest. MA or equivalent plus professional experience required. Some teaching experience desirable. Salary \$15,000 for a 9 month academic year. Closing date for receipt of applications: Monday, March 3, 1980. Send resume to Arthur Guesman, Chairman, Department of Journalism and Broadcasting, 107 Lord Hall, University of Maine, Orono ME 04469. An equal opportunity/affirmative action employer.

JOURNALISM

Assistant professor/instructor: tenure track position to begin September 1980, pending funding. To teach variety of Journalism courses in news/editorial, or Public Relations. Good mix of appropriate terminal degree, academic and professional experience. Preference given to those with solid professional experience and basic news writing skills. Equal opportunity/Affirmative action employer. Send resume, references and examples of professional work to Ron Rabin, Chairman, Journalism, Broadcasting and Speech, Buffalo State College, 1300 Elmwood, Buffalo NY 14222 by March 15, 1980.

JOURNALISM FACULTY—Temporary position to begin August, 1980. News writing, reporting, editing experience. Master's degree required with relevant print media experience. University teaching experience desirable. **TARGET LEVEL:** Temporary Instructor or Temporary Assistant Professor. Rank and salary dependent upon candidate's qualifications and experience. Send letter of application, detailed current resume (including transcripts), and three references to Professor Elliott Parker, Chair, Search Committee, Department of Journalism, Central Michigan University, Mt. Pleasant MI 48859. Application deadline: March 7, 1980. All persons, including women, members of minority groups, and the handicapped, are encouraged to apply. CMU is an Affirmative Action and Equal Opportunity Institution.

PRESS PHOTOGRAPHY teaching position, 9 months starting mid-August 1980. Application deadline March 15 or until adequate pool of qualified applicants received. Rank, salary open. PhD preferred; Master's, professional experience required. Preference to those with relevant recent experience and evidence of effective college teaching. Ruth Laird, Journalism Department, South Dakota State University, Brookings SD 57007. Affirmative Action/Equal Opportunity Employer.

HELP WANTED

ACADEMIC

UNIVERSITY OF FLORIDA Journalism Department has an opening in a tenure-earning track for the 1980-81 academic year. Assistant or associate professor level, depending on experience. Ph.D. or near completion preferred. Magazine or feature writing experience necessary with knowledge of magazine layout and graphics helpful. Salary competitive and negotiable, depending on qualifications. Send resume to: Jon Rosenraad, Chairman, Department of Journalism, 234 Stadium, University of Florida, Gainesville, 32611. The University of Florida is an Equal Opportunity Employer and encourages applications from minorities and women.

JOURNALISM—University of Maryland College of Journalism is seeking two tenure-track faculty members at assistant or associate professor level with salary and rank open, depending on qualifications. Need person to teach advertising; another to teach law, broadcasting and photo-journalism or a combination. Candidates should have professional experience and a doctorate. Send applications, curriculum vitae and letter of reference to: C. Merrill, chairman of the Personnel Committee, College of Journalism, University of Maryland, College Park MD 20742. Please apply by February 29, 1980. The University of Maryland is an equal opportunity, affirmative action employer.

ADMINISTRATIVE

CHIEF FINANCIAL OFFICER

Multi-media corporation, aggressive accounting program. Must be knowledgeable in newspaper and/or broadcast accounting, have ability to work with people. Travel essential. Send resume and salary requirements to Box 32234, Editor & Publisher. Replies confidential.

SHIRT SLEEVES-STYLE MANAGER to run fast-growing, independent, 150-employee New England newspaper (1 daily, 9 weeklies) and commercial printing company. New printing plant permitting expansion. Excellent salary plus bonus. Reply in confidence with resume and income requirements. Box 32146, Editor & Publisher.

GENERAL MANAGEMENT

Publisher and chief operating officer. Our client seeks results-oriented individual to handle operations for daily newspaper. Significant, successful management skills required complemented by a wide range of well developed newspaper skills. Compensation to \$45,000 plus excellent perquisites. Our retainer paid by management as well as all relocation expenses to the Rocky Mountains area. For confidential consideration for this position contact:

McKirchy & Co.

Personnel & Management Consultants
Suite 205, Georgian Square
1035 Lincoln Rd.
Bettendorf IA 52722
(319) 359-3483

LABOR RELATIONS MANAGER

Progressive newspaper publishing company with associated printing and broadcast properties is seeking a labor relations manager to assist the corporate vice president in negotiations with 8 craft and service unions. Ideal candidate will have 3 to 5 years experience in the labor relations field preferably in the printing and publishing industry. A degree in Industrial Relations preferred. Working knowledge of labor and wage/hour laws a must.

Responsibilities will include thorough preparation for contract negotiations, grievances and arbitration. Accuracy in developing up to date industry wide comprehension of wage and benefit package is a must.

Successful candidate will be a person who can relate well to an environment where good labor relations have existed over many years. Salary open. An equal opportunity employer. Write Box 32279, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

POSITION OPEN for a Vice President, General Manager of a newspaper operation (in the Southeast area of the U.S.) with circulation in the 30,000 to 40,000 range. Excellent opportunity for a well-trained, young executive on the way up. Duties include all the operational responsibilities of the company including overall responsibility of the news. Do not apply without substantial experience. Replies held in strictest confidence. Apply in writing to Box 32089, Editor & Publisher.

PUBLISHER'S ASSISTANT—Business oriented individual with weekly newspaper background, preferably group. Excellent skill with ZONE 5 growth market weekly group. Box 32349, Editor & Publisher.

CONTROLLER

We need a strong financial person to join our excellent management team. Must have education and experience to effectively take charge of the business department at our 16,000 circulation daily. Position reports to the publisher. We offer a competitive salary commensurate with experience, plus an excellent fringe benefits program. Our community provides an unusually attractive living environment. Our newspaper is owned by the Seattle Times. Send complete resume including education, experience and salary expectations to: Charles Giesher, The Union-Bulletin, PO Box 1358, Walla Walla WA 99362. An equal opportunity employer.

GENERAL MANAGER

Good opportunity for individual with leadership ability to join progressive group operation in southern Zone 5. Manage tri-weekly with shopper, central printing plant; weekly and shopper in adjoining county. Prefer experienced person with computer and word processing experience to plan daily conversion in early '80s. All replies will be held in strict confidence. Send resume and salary history to Box 32314, Editor & Publisher.

BUSINESS MANAGER wanted for college newspaper at the University of North Carolina. Position is responsible for all non-editorial functions of the 18,500 circulation daily. Paper operates on a \$300,000 budget. Please include salary history with response. Replies should be postmarked by February 15, 1980. The Daily Tar Heel, Attn: Grant Diers, Carolina Union, Chapel Hill NC 27514.

ADVERTISING

ADVERTISING REPRESENTATIVE—Large weekly shopper has an opening for a highly motivated, aggressive and creative person on our sales staff. Salary plus commission, auto, gas allowance. Good company benefits. For free (800) 843-8305, Sioux Falls SD, K.A. Lesner, president.

FAST GROWING suburban weekly in California, looking for strong enthusiastic individual with some experience in advertising. Salary+ high commission, mileage. Immediate opening. Reply Foster City Progress, PO Box 4040, Foster City CA, 94404. Attn: Sharry Han, Ad Manager.

ADVERTISING SALESPERSON wanted by established weekly sports and gambling newspaper located in Las Vegas, Nevada. Should be aggressive self-starter with experience in newspaper advertising sales. Top earnings for motivated individual. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

ADVERTISING SALESPERSON sought by 26,000 Midwestern daily, university town. Ad sales experience required. Excellent opportunity for an ambitious self starter looking to move up the ladder a notch. Salary plus commission, good fringe. Send resume and salary requirements to: Personnel Office, The Herald-Telephone, PO Box 909, Bloomington IN 47401.

ADVERTISING SALES
Due to promotion we have an immediate opening. Let your family enjoy this fine tri-state area (Iowa, Illinois, Missouri). Minimum of 2 to 4 years experience needed. Good base pay plus commission for mid-teens earnings. Apply J W Nelson, Ad Director, Daily Gate City, 1016 Main, Keokuk IA 52632 (319) 524-8300. Replies held in confidence. Call toll free from Iowa (800) 472-6003, from states touching Iowa (800) 553-7082.

IT'S A CLASSIFIED SECRET!

We've got a secret—and it's strictly classified information! We'll never reveal the identity of an E&P Box Holder; however, if you want to answer a Box Number ad, but don't want your reply to go to certain newspapers (or companies), put your mind at ease!

Just seal your reply in an envelope addressed to the Box Holder. Attach a note telling us what newspapers, groups or companies you don't want the reply to reach. Then put the reply and the note in an envelope addressed to E&P Classifieds. If the Box Number you're answering is on your list, we'll discard your reply.

IMPORTANT: We can't return your reply because that would be the same as telling. So don't send indispensable material. Also attach a note *each time* you want a box holder checked. Don't be like the fellow who told us "destroy this reply and any future replies from me if Box Holder is (name of newspaper)." With the volume of mail handled by this office each day, that's really taking a terrible risk! And if you don't want your reply to be sent to any property held by a group, it's best to list the properties. We know the daily newspaper holdings of most groups—but a suburban, weekly or new acquisition might slip by us.

HELP WANTED

ADVERTISING

ADVERTISING SALES DIRECTOR

We are western New York's leading daily newspaper, the 29th largest in the nation. The individual we are seeking will be responsible for all divisions of display and classified advertising. Publishing daily and Sunday, we are building on a sound circulation and advertising base—and are looking for someone to further develop a good staff and innovative sales plans for the future. Proven managerial and marketing experience, including project organization and motivation of sales personnel, is essential. Background in retail, general and classified is important. Excellent pay, fringes and working conditions. All replies treated as confidential. Send resume and salary requirements to Richard K. Feather, Vice President, Buffalo Evening News, 1 News Plaza, Buffalo NY 14240, or call (716) 849-4535.

ADVERTISING DIRECTOR for 50,000 daily. Should be experienced in all phases of marketing. Growth market, quality news product. Salary negotiable. Send resume to Edward F. St. John, Publisher, The Daily Tribune, 210 E. Third St., Royal Oak MI 48068.

PROGRESSIVE ARIZONA weekly needs aggressive, experienced advertising salesperson. Established accounts offer excellent earnings. Staff eager to cope with year round beautiful climate. Send resume to: Advertising Director, The Mohave-Colorado River Sun, 2079 McCulloch Blvd., Lake Havasu City AZ 86403.

FT LAUDERDALE entertainment paper seeks 2 retail display salespeople, \$200 per week draw. Resume: Good Times, 1400 E. Oakland Park Blvd, Ft Lauderdale FL 33334.

IF YOU'RE advertising management material and have experience indicating strong sales and training ability—our Zone 5 weekly group has an excellent opportunity for you. Supervise your own retail staff in growth market with potential for advancement. Box 32351, Editor & Publisher.

ADVERTISING DIRECTOR 27,000 daily located in southeastern Wisconsin. Rapid growth area with great potential. Good staff eager to learn, excellent benefits, salary and commission. Send resume and contact M.J. Sexton, Waukesha Freeman, 200 Park Pl., Waukesha WI 53187. (414) 542-2501.

ADVERTISING DIRECTOR Opportunity for the right person who is an aggressive professional on his/her way up. If you can motivate and train staff, are promotion minded, organized planner and know the importance of every account large and small, you may be the person for us.

We're a progressive 13,000 daily in a very livable central Pennsylvania community. Ideal family living, outdoor activities, etc. We offer a starting income of \$25,000 per year plus excellent benefits. Send letter-resume to Dick Calkins, Publisher, The Sentinel, PO Box 588, Lewistown PA 17044.

GROWING DAILY NEWSPAPER (Zone 5, 44,000 circulation) seeks either proven sales manager or top notch salesperson ready for management. Person should be alert, creative, energetic and possess excellent communications skills. This chain affiliated newspaper offers a top notch career opportunity for the right individual. Salary plus performance bonuses. Please send resume and salary history to Gary Berkley, News-Democrat, 120 South II, Illinois, Belleville IL 62222 or call (618) 234-1000.

AD MANAGER/SALES for profitable weekly advertiser. Small ownership interest available. Must be aggressive, experienced, capable of motivating sales staff. Excellent fringe benefits and earnings to \$20,000+ first year. Send resume and salary history to J. Michael Sunde, The Rochester Weekly, 821 3rd Ave SE, Rochester MN 55901.

DISPLAY MANAGER Medium size, ABC daily publication, Zone 5, is looking for a display manager to work Monday through Friday. Must have 20+ years, excellent benefits, growth advancement opportunities and a terrific product to sell! Send resume to Box 32252, Editor & Publisher.

EDITOR & PUBLISHER for February 9, 1980

HELP WANTED

ART/GRAPHICS

NEWSROOM ARTIST New position on AM, PM and Sunday newspapers in Zone 2. Opening available around June 1, 1980, for illustrator of news and features and weekend sections. Familiar with full color ROP, newspaper design, layout, photograph retouching and graphics. An excellent growth opportunity in prosperous community with a quality newspaper group. Competitive salary and fringe program. If interested, send confidential resume to Box 32055, Editor & Publisher.

ASSOCIATE ART DIRECTOR, Kansas City Star Times, should have 3 years experience and demonstrated competence in news judgment, picture usage, newspaper graphics, graphic design, typography and production procedures. Responsibilities include coordination of art department work with news room, supervision of general design, management of staff artists (illustration and graphics), design of pages, and production of graphics. Send resume and portfolio to Randy Miller, art director, Kansas City Star Times, 1729 Grand Ave., Kansas City MO 64108. (816) 234-4349.

GRAPHICS DEPARTMENT DIRECTOR—Seek illustrator with management skills to direct 8-member staff in San Francisco. Prior ad agency or newspaper experience desirable. Send resume to Ed Orloff, Assistant Managing Editor, San Francisco Examiner, 110 Fifth St., San Francisco CA 94103.

CIRCULATION

CIRCULATION MANAGER for expanding group of weeklies and shopper in New York City. Emphasis on home delivery. Send resume, salary expectations to Box 32096, Editor & Publisher.

WE ARE LOOKING for a "shirt-sleeve" circulation manager for an eastern Ohio daily newspaper with 25,000+ circulation and plenty of room for growth. If you are now a second person with a desire to move ahead or a manager on a smaller paper looking to move up, we would like to hear from you. We are part of a growing group offering excellent opportunity for advancement. Successful applicant must have experience in the Little Merchant system, have excellent track record with regard to collections, promotions and training. Must have work and character references. Position will offer excellent salary, all company benefits and excellent working environment. For interview send complete resume including history, salaries, etc., to Box 32210, Editor & Publisher. All replies will be held in strict confidence. Those chosen for interviews will be notified within 30 days.

CIRCULATION MANAGER—50,000 circulation Zone 5 weekly group. Growth market, quality product. Excellent opportunity for a community-minded person with credentials on paid and TMC. Send resume to Box 32350, Editor & Publisher.

CITY CIRCULATION MANAGER Medium sized evening and Sunday newspaper in Zone 9 is seeking a qualified and experienced person as City Circulation Manager. Successful management/administrative experience with strong marketing and sales promotion background required. Opportunity for growth. Send resume and salary history to Box 32332, Editor & Publisher.

CIRCULATION MANAGER for 12,000 daily. Salary plus bonus. Contact Bob Skuggen, Daily Mining Gazette, Houghton MI 49931, or call (906) 482-1500.

WANTED—Aggressive, knowledgeable circulation manager. 9000 AM rapidly growing 6-day daily. Send resume to Ed Hauck, Publisher, Dickinson Press, 127 West First St., Dickinson ND 58601.

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING MANAGER needed for 26,000 circulation daily and Sunday in southern New Jersey. Responsible for outside sales and phone room staff of 8. Plenty of opportunity for growth and a chance to become a management team member. Send inquiries or telephone Frank Puckett Jr., Publisher, Haverthorpe County Times, Woburn MA 01806, (603) 845-3300. The Times is a Harte-Scott Communications Newspaper. An equal opportunity employer.

HELP WANTED

EDITORIAL

DYNAMIC beginner needed by small Midwest daily newsroom. Must be great at spelling, writing, typing, college academic achievements and leadership potential. Chance to learn all phases of publishing. Write Box 31301, Editor & Publisher. Send complete resume, nonreturnable samples and letter about yourself. Include salary expectations.

NEWSROOM EXECUTIVE

Medium-size daily in East needs a newsroom leader. We seek an aggressive editor who can oversee the city desk while taking an active part in running the rest of the newsroom, reporting directly to the editor. We're committed to excellence and have begun an extensive rebuilding program to make ours the top-notch newspaper. But we need that one editor with the vision, drive and sharp management skills to help us get results. We offer exceptional salary (\$25-30,000), benefits and location, and the probability of rapid advancement. If you have at least five years of solid daily newspaper editing experience, write us: Box 31657, Editor & Publisher. Include professional references.

EDITORIAL WRITER

THE HERALD NEWS, Passaic, New Jersey, is interviewing candidates for an Editorial Writer's position. Experience and knowledge of New Jersey affairs is a must. Write to: Coit Hendley Jr., Executive Editor, THE HERALD NEWS, 988 Main Ave., Passaic NJ 07055.

COPY EDITOR

Syracuse Post Standard has an opening for a copy editor. Applicant must have a college education and should have experience in copy editing, layout and headline writing. Please respond in writing to Robert Haggart, Metropolitan Editor, The Post Standard, Box 4915, Syracuse NY 13221.

THE STATES-ITEM is seeking an experienced journalist to cover Metropolitan New Orleans real estate and business affairs. Basic knowledge of business and finance essential. Editing experience desirable. Send complete resume to Personnel Manager, The Times-Picayune Publishing Corp., 3800 Howard Ave., New Orleans LA 70140. An equal opportunity employer M/F.

DUE TO PROMOTION of present editor within company, twice weekly is looking for new person to fill vacated position. Should possess strong layout abilities, good photographer, writer and organizer. Superb chances for advancement with Community Division, Landmark Communications.

Intimate town within 20 minutes of metropolitan area, Progressive, aggressive, young staff. Contact Brad Bradberry, Glenwood (IA) Opinion-Tribune, PO Box 191, Glenwood IA 51534.

DESKPERSON—SPORTS

Writing minimal. Do layout 3 to 4 days per week, edit copy. Must be familiar with Harris or similar system. Need turn around, meeting deadline problems. AM editions 60,000, Sunday 100,000 covering Maryland, Virginia, North Carolina sports territory. Must be experienced, strong handling staff. Apply Box 32240, Editor & Publisher.

EDITOR

Opening April 1 for an editor with at least 5 years experience to direct night news operations for Zone 3, 100,000+ circulation daily.

Need self starting well-organized person with good news judgment, editing, content planning and layout experience. Must be oriented in good use of photos and graphics.

Starting salary \$20,000 or more depending upon experience. Send complete resume, including salary history, references (at least 2 professional), non-returnable page samples, and letter about yourself to Box 32238, Editor & Publisher. An equal opportunity employer.

CITY DESK

If you thrive on competition, if you have proven ability as a planner and newsroom leader, if you have strong editing and layout skills there is a morning daily in Zone 2 that would like to talk to you about a city desk job. Young, aggressive staff awaits the right person. An equal opportunity employer M/F. All inquiries will be answered. Write Box 32237, Editor & Publisher.

HELP WANTED

EDITORIAL

COPY EDITOR—The States-Item in New Orleans is seeking an experienced copy editor who is a skillful and literate editor, a writer of lively and accurate headlines and familiar with VDTs. Some layout is involved. A minimum of two years experience is desired. The States-Item is a four edition-a day, five afternoons/Saturday morning paper. Send full resume to Personnel Director, The States-Item, 3800 Howard Ave., New Orleans LA 70140. An equal opportunity employer M/F.

WRITER/REPORTER for weekly newspaper in Las Vegas, Nevada. Sports and casino beat. Must be able to crank out good lively copy. Excellent salary with top benefits. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 5205, Las Vegas NV 89114.

THE STATES-ITEM in New Orleans seeks an experienced journalist for the position of editorial writer. Sound knowledge of government, politics, business and economics essential. Editing and layout experience desirable. States-Item editorial philosophy is progressive; pragmatic rather than doctrinaire. Send resume to Personnel Manager, The Times-Picayune Publishing Corp., 3800 Howard Ave., New Orleans LA 70140. An equal opportunity employer M/F.

GOT A TABLOID FEVER that your present job just can't contain? Got a yen to design knock-your-eye-out pages and write snappy, splashy headlines that your present paper just won't go? Want to roll up your sleeves and work hard with a small, dynamic, go-ahead team of pros on America's youngest and brightest tabloid in the country's only 4 daily newspaper city? We want to hear from you. The Philadelphia Journal is the paper they can't keep down. It's 2 years old and at the 100,000 circulation mark. We're aiming to add another 50,000 to that by the end of the year and we need a night news editor who lives, eats and breathes tabloid to help us make it. We're not interested in anyone with less than 5 years in the business. We're not interested in anyone who includes the word "conventional" in his/her vocabulary. Experience and hard-nosed newspaper know-how are more important than formal education. Fair and daring are a must. Hours 5pm to 2am approximately. Salary by negotiation, satisfaction guaranteed. Think you can hack it in America's last great newspaper town? The competition is fierce. You won't find it easy but you will find it fun. Come on in...the water's fine. Send your resume to Michel Trudeau, Editor and Chief, 3010 Market St., Philadelphia PA 19104.

CITY EDITOR

Experienced editor or reporter ready to move up needed to guide young, talented staff. Responsible for assignments, editing and laying out local pages. Call Frank M. Lane, The Daily Nonpareil, Council Bluffs IA 51501, (712) 328-1811.

WANTED—Versatile pro to fill editorial slot on aggressive, growing weekly trade magazine located in mid-Michigan. Send letter, resume and salary history to Oil & Gas News, PO Box 250, Mt Pleasant MI 48858.

BUFFALO COURIER-EXPRESS, recently acquired by the Minneapolis Star & Tribune Company, is seeking an experienced sports copy editor. Salary to \$24,500, commensurate with experience. Send resume and clips to Martha Hanny, Courier-Express, 795 Main St., Buffalo NY 14240.

FASHION REPORTER

We cover fashion as aggressively as City Hall. Our approach is bright, upbeat, people-oriented and broad scope. We are interested in not only what women are wearing, but men, children and lifestyle areas, such as furnishings, fitness and food. Your reporting skills must be varied with a writing spark with at least 3 years in fashion; feature and hard news background a plus. If you feel qualified, send resume and clips to:

Dan Donohue, Personal Administrator
The Providence Journal Company
75 Fountain Street
Providence RI 02902

Equal opportunity employer, M/F

HELP WANTED

EDITORIAL

EXPERIENCED copy editor with VDT experience to work rim and work into makeup and layout. Aggressive newspaper of 70,000. Zone 4. Write Box 32209, Editor & Publisher.

WIDE-RANGING newspaper is seeking wide-ranging reporter for Zone 4. Two to five years experience. We only want people who can write it right, write it tight and write it tonight. Send samples Box 32208, Editor & Publisher.

ASSISTANT CITY EDITOR for PM. The person who fills this job must have hard news experience, both as reporter and editor. Long hours and lots of pressure supervising a talented staff on a paper with a reputation for going anywhere and doing anything to get a story. For more information call (513) 225-2211 or write Brad Tillson, City Editor, Dayton Daily News, Dayton OH 45401.

REPORTER, general assignment and features, for award winning university town weekly in South Carolina. Experienced or recent J-school graduate. Send complete details. Box 32177, Editor & Publisher.

ONE of South Carolina's fastest growing newspapers is seeking reporter applicants. Resume and salary history to Ken Fortenberry, Beaufort Gazette, PO Box 399, Beaufort SC 29902.

NEWS EDITOR for small but growing Southern coastal PM. Must be strong on planning, layout and staff development. Minimum of 3 years editing experience and a strong background as a reporter. Resume and salary history to Box 32170, Editor & Publisher.

EDITOR wanted for 8000 circulation 6-day Wisconsin newspaper. Duties include management of staff and design of product. Opportunity for a self-starter who wants to put out an imaginative, high quality, aggressive newspaper that can dominate its market. Submit resume, references and salary requirements to Duane Craig, General Manager, Portage Daily Register, 309 DeWitt St, Portage WI 53901.

REPORTER-EDITOR needed immediately for small daily in central Missouri. Must be strong in layout, spelling and photography. Send resume and clips to Larry W. Freels, Daily Guide, PO Box 5, Waynesville MO 65583.

FAMILY PAGE EDITOR

8500 PM daily in North Dakota needs editor who can write lively headlines and design appealing pages. Position requires some diplomatic skills. For more information on the job call collect (701) 572-7162 and ask for Rick Trembley.

NEEDED—Both staff and stringer reporters and writers New York based, experienced in fields of advertising and/or communications. Send resume to Box 32212, Editor & Publisher.

THE DAILY MAIL in Anderson, South Carolina is looking for a careful, quick, creative copy editor who can:

- Spot errors and holes in stories and work with reporters to fix them.
 - Improve the readability of local and wire copy.
 - Write accurate, bright headlines that follow the rules.
 - Design attractive, modular pages.
 - Meet deadlines.
- Send resume, references, tearsheets and a letter to the Executive Editor, Anderson Daily Mail, PO Box 2507, Anderson SC 29622.

MANAGING EDITOR for lively award-winning weekly in beautiful Evergreen, Colorado. Perfect opportunity for editor with bright ideas, snappy writing ability and good management skills. Send resume to Canyon Courier, Box 430, Evergreen CO 80439.

To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 575 Lexington Ave., New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad, include only material which can be forwarded in a large manila envelope. Editor & Publisher is not responsible for the return of any material submitted to its advertisers.

HELP WANTED

EDITORIAL

WE NEED a general assignment reporter who isn't afraid to get his or her hands dirty. Includes all kinds of coverage, some make-up, photographic ability. Sense of humor a requisite. Send resumes to Perry White, Editor, Mirror-Recorder, Stamford NY 12167.

NEWS, ENTERTAINMENT AND SPORTS—We will have openings in all areas in the coming months. If you're looking, but can wait to move—send us your resume. We are a major weekly in Zone 5 and need people with 2 solid years of experience on a daily or large weekly. You must want to work on a WEEKLY, with a news magazine philosophy. You'll be surprised to whom you're sending a resume. Send resumes and salary requirements to Box 32140, Editor & Publisher.

NEED COPY EDITORS who edit tightly and write excellent headlines. Wire and layout experience helpful. Try-out is mandatory. Only first time applicants please. References are a must. Send resume to B. Clair Cobb, News Editor, Arizona Republic, Box 1950, Phoenix AZ 85001.

REPORTER for 8600 daily on the move in northern lower Michigan. Prime recreational area, vigorous business and industrial climate. One year experience or beginner with strong training. Prefer applications from Michigan and neighboring states. Send resume and clips and salary requirements to Richard A. Matteson, Managing Editor, Cadillac Evening News, PO Box 640, Cadillac MI 49601.

ASSISTANT CITY EDITOR for fast growing, aggressive daily. Our ideal candidate has a few years experience reporting and editing, can demonstrate superior rewrite and copy editing skills, has solid news judgment, knows layout and VDT. We want someone who has potential for greater responsibility as paper grows. Contact John Cofton, Casper Star-Tribune, PO Box 80, Casper WY 82602.

REPORTER

Experienced all phases. Able to write TV news. Unique opportunity. Northeast New Jersey. Suburban area. Minutes from New York City. Send resume with photo to SUN, Box 95 Nutley NJ 07110.

WEEKLY MANAGING REPORTER

Experienced all phases. Able to write TV news. Unique opportunity. Northeast New Jersey. Suburban area. Minutes from New York City. Send resume with photo to SUN, Box 95, Nutley NJ 07110.

GROWING COLLEGE town daily between New Orleans and Baton Rouge seeks talented sports editor with good writing and layout experience. Strong emphasis on local coverage. Daily Star, Box 1319, Hammond LA 70404.

WORKING MANAGING EDITOR to direct 8-person staff. Top arrangement for right person. Allen Strunk, Daily Gazette, McCook NB 69001.

EXECUTIVE EDITOR for major Zone 2 suburban group. Must be broadly experienced in all phases of news department organization and in personnel management. Emphasis on creative, innovative coverage. Box 32296, Editor & Publisher.

PUBLICATIONS EDITOR: To plan, edit and direct printing of popular and technical publications for College of Agriculture, University of Arizona. Bachelor's Degree required with years of publications editing experience. Write: Charles Martin, 303H Agriculture Bldg., University of Arizona, Tucson AZ 85721. Deadline: March 8. Equal Employment Opportunity/Affirmative Action Employer.

DALLAS has the hottest real estate market in the nation. And one of the nations top all-day dailies. The Dallas Times Herald, is looking for a pro who can turn out both hard news and features, prepare sparkling layouts and make his/her pages as exciting as the community. If you've got the experience, send resume to Irv Frank, Business Editor.

EDITORIAL ASSISTANT

Leading Jewish weekly. Reporting, rewriting, make-up. Jewish Post & Opinion, 611 North Park Ave., Indianapolis IN 46204.

WIRE EDITOR—Person with VDT experience for 35,000 daily in North Carolina. Send resume and clips to Editor, Gastonia Gazette, Gastonia NC 28052.

HELP WANTED

EDITORIAL

HARD-NEWS WEEKLY newsmagazine group in need of assistant editor who has editing/hed writing skills and flair for page design. Product (\$1,000) already news and design page-setter. This is a key editing/design position, so editors who "must" write should not bother applying. Send resume, examples of work: Box 14, Union Lake MI 48085.

REPORTER-PHOTOGRAPHER—Responsible for all news coverage except sports in this southern Wisconsin weekly. Send resume and clips to Harland Everson, Edgerton Reporter, 211 W Fulton St, Edgerton WI 53534.

20,000 DAILY in competitive Zone 7 city seeks imaginative, demanding and accurate copy editor. The emphasis is on handling local copy, and we want someone who can polish stories, brighten leads and handle layout. Salary competitive. Send work samples, references and salary history in confidence to Box 32327, Editor & Publisher.

WITH CITY EDITOR advanced to Managing Editor, we have opening for good, solid newspaperman to cover city beat. Some features and photos. All benefits including weekly day off and profit sharing. Pay on ability. Allen Strunk, Daily Gazette, McCook NB 69001.

REPORTER

Warm weather and congenial people will greet the dynamic J-grd looking for the right place to start his or her career. Middle Georgia daily 56,000+ are possible. Reliable, creative atmosphere, competitive salary, and an opportunity to learn all phases of publishing. Must be great at spelling, writing, academic achievement and demonstrate leadership potential. Send resume to Personnel, The Telegraph and News, 120 Broadway, Macon GA 31208.

REPORTERS

Financial magazine now in its second year of monthly publication seeks energetic reporters with at least two years experience. Must be willing to relocate to beautiful southeastern Ohio. Send resume, samples, and salary history to Editor, Taxing Times Magazine, Rt. 1, New Concord OH 43762.

CITY EDITOR—Group-owned AM daily in the East seeks experienced editor ready for 70-100,000 circulation. Creativity, good judgment and interest in government coverage a must. Send resume, in confidence to Box 32322, Editor & Publisher.

JOB LEADS

P/RE/EDITORIAL Jobs nationally 200+ listings weekly. M. Sternman, 68-38 Yellowstone Blvd., Forest Hills, NY 11375.

PHOTOJOURNALISM

WANTED: Photo chief for fast growing daily. Should have a few years experience on a daily with good portfolio. Knowledge of printing processes required. Send resume, samples and short letter about your experience to Editor, Casper Star-Tribune, PO Box 80, Casper WY 82602.

PRESSROOM

PRESSMAN wanted for full time position at weekly newspaper in Sonoma, California. Must be familiar with Goss Community press. Good salary and benefits in beautiful wine country area. Send resume to Goss Pressman, PO Box C, Sonoma CA 95476.

EXPERIENCED PRESSPERSON wanted for 6-unit Goss Community press. Newspaper and commercial work. Georgia. Salary negotiable. Contact Ralph Hammock, (912) 452-0567.

PRODUCTION

COMPOSING SUPERINTENDENT

Leading Zone 4 Metropolitan newspaper is seeking a top notch manager to assume total responsibility for composing department operations. Individual must have complete knowledge of cold type system and a minimum of 3 years supervisory experience. Strong people skills essential. Competitive salary and excellent fringe benefits. Please respond detailing education, experience, and salary history to Box 32265, Editor & Publisher.

HELP WANTED

PRODUCTION

PRODUCTION MANAGER for busy weekly newspaper in Las Vegas, Nevada. Must be thoroughly versed in offset production and able to supervise composing room. Excellent salary with top benefits. Call Tom Bravo at (702) 737-0131 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

PRODUCTION DIRECTOR

The Eagle, Bryan-College Station, Texas is seeking a highly qualified and motivated individual to assume the position of Production Director for their 20,000 circulation daily. Major responsibilities include overall management and direction of Photo-Comp, Plate/Camera, Pressroom and Mailroom, quality control and coordination with other departments of daily operation. Interested applicants should send resume and salary requirements to W. S. Pearson, Publisher The Eagle, P.O. Box 3000, Bryan, Texas 77801

PROCESS CAMERA OPERATOR with color experience. Salary over 14,000 with full benefits. Live and work in south Florida's Gulf Coast. Call Naples Daily News (813) 262-3161, ext 117.

PROMOTION

PROMOTION MANAGER/FEATURE WRITER for 10,400 circulation daily in northwestern Michigan. Must be self-motivated, organized person to handle all promotions and newspaper-in-education program, plus write features for our twice-weekly summer tabloid. Salary plus liberal benefits. Work and live in the best of both worlds. Write: Sue Hofmeyer, 319 State St, Petoskey MI 49770.

PUBLIC INFORMATION

UNIVERSITY OF IDAHO
Editors-Agricultural Communications
(2 Positions)

Writer/Photographer: Help plan and conduct College of Agriculture information program for print media. Journalism/Communications degree required, plus writing, photography experience. Should have experience writing about technical subjects.

Publications Editor: Responsible for total agricultural publications program—plan, edit, design, supervise production, coordinate distribution of technical, popular and youth publications. Requires degree plus experience as publications editor.

Master's degree preferred for both positions. Twelve month, faculty level appointments providing opportunity to work with research and extension faculty in agriculture, youth and home economics. Salaries competitive and negotiable. Send resume, work samples, list of references by February 29, 1980 to: M. William Steimom, Agricultural Editor, University of Idaho, Moscow, ID 83843. Affirmative action/equal opportunity institution.

SYNDICATE SALES

ESTABLISHED syndicated features available to feature salespeople as a sideline. Willing to give zone exclusivity and assign existing accounts. Box 32051, Editor & Publisher.

AMBITIOUS, determined sales representative with syndicate experience needed for promising syndicate. Good opportunity to grow. Salary and commission negotiable. Box 32045, Editor & Publisher.

Positions Wanted . . .

ADMINISTRATIVE

CONVINCED your business should be doing better but isn't? I have a proven track record with 12 years in daily advertising, local and national; 17 years in daily news; 10 years in circulation promotions, phenomena; and 10 years operating my own business. No salary, only expenses, till I make a turnaround for you. Minimum 20M daily circulation potential in Zones 4 or 6. Phone (404) 637-6281.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

GENERAL MANAGER-EDITOR. Twenty years experience, last 16 with small family-owned daily. Stalled, need to advance. Prefer Southwest or West, but would consider all offers. Call (405) 256-6688 after 5pm (CST) or write PO Box 893, Woodward OK 73801.

SUCCESSFUL publisher and editor in highly competitive suburban group wants new opportunity with either suburban weeklies or mid-size daily. Top references. Box 32272, Editor & Publisher.

ONCE UPON A TIME there was a reporter who wanted to be the very best. He became very proficient. After a few years he needed a new challenge and became a managing editor. Then general manager and advertising director. Then publisher of a daily newspaper. He needs another challenge. He has profit-making ideas, energy, believes in a good newspaper yet smashes the circle that encloses our thinking and comes up with innovative approaches to solve problems and make money. Though strong in news, he has become well known for his advertising expertise. He is in his early 40s and seeks a major challenge, such as:

- Bigger market.
 - A struggling newspaper or group that needs to be turned around and is willing to share the profits gained.
 - Challenging position with a top group operation.
- A competitive market operation that needs results—and will pay for it.
- A daily with an owner planning retirement who wants to turn the operation over to someone he can trust.
 - Or ... ?
- Box 32257, Editor & Publisher.

GENERAL MANAGEMENT—Skilled production oriented management executive with excellent work history, proven accomplishments, top references. Experience includes budget, profit and loss responsibility, commercial printing sales. Available now for the right opportunity. Box 32253, Editor & Publisher.

PRO with 30+ years plus experience in all phases of newspaper work, seeking management level job in Northwest or Rocky Mountain region. Would consider working partnership. Wife also available. Box 32198, Editor & Publisher.

ADVERTISING

7 YEARS in display, seek management position with Illinois, Missouri or Iowa daily. Frank Eggen, FR 1, Box 55, Mazon IL 60444. (815) 448-2394.

ARTIST

SEEKING NEW career on daily. Commercial artist for General Motors. Cartoonist for 3 weeklies. Solid portfolio. Bob Seymour, 4651 Grafoad Ln, Stow OH 44224.

CIRCULATION

EXPERIENCED Circulation Manager, age 26, seeks to direct small or assist on medium sized paper, preferably located in Zone 1 or 2. Excellent credentials. Box 32128, Editor & Publisher.

EXPERIENCED circulation manager, 25 years with large Midwest paper, seeks challenging position in Zone 4. Box 32143, Editor & Publisher.

CIRCULATOR—17 years experience on 95,000 daily and Sunday. Strong in sales and promotion. Zones 2, 3, 5. (814) 838-3220.

CLASSIFIED ADVERTISING

CLASSIFIED VETERAN—32 years classified manager, Daily Pantagraph, seeks supervisory position. Fred Larey, 2105 Benjamin Lane, Bloomington IL 61701.

You May Take One Giant Step . . .
toward a better job
by placing your ad in E & P's
Positions Wanted section!

EDITORIAL

EDITORIAL WRITER—Outstanding writer-editor, highly experienced, informed, impressive work. Real pro to lead or join page. Box 32083, Editor & Publisher.

REPORTER, 30, with 8 years experience in general assignments, government and politics seeks job on regional paper of 50,000 or more. Box 32082, Editor & Publisher.

AWARD-WINNING journalist seeks feature-writing position on magazine or newspaper in California-Nevada area. Experience: 8 years on major daily, 300 articles in national magazines, 7 books. Box 32077, Editor & Publisher.

CAPITAL HILL REPORTER for 270,000 DC-based weekly with recent J-degree seeks daily experience in new location. Solid production skills. Mark Ward, 1225-516 Martha Custis Dr, Alexandria VA 22302.

EDITOR AND WRITER with 27 years in newspaper business. Tired of the metropolises. Interested in a smaller city with a moderate climate and reasonable housing costs. Box 32214, Editor & Publisher.

ENTERTAINMENT and feature writer seeks daily newspaper position. Five years experience in above as well as general assignment and political reporting. Masters degree in journalism. Box 32213, Editor & Publisher.

SPORTSWRITER seeks position on metro after three years on small Eastern daily. Layout, writing, camera experience. Have experience covering pro and college teams. Box 32334, Editor & Publisher.

HAVE LEARNED All I can on weeklies. Seeking sportswriter position on daily that cares about quality reporting. Zones 1-3 preferred, but willing to discuss other offers. Call Joel at (301) 655-7465 or (301) 465-1400.

I AM A HUMAN being. Human beings make mistakes. Three years ago, I made a bad personal mistake because I didn't know myself too well. At that time, I was a sports slotman for a major Michigan paper. Before that, I was a sports editor for a smaller Michigan daily. All during this time I was in personal agony because I knew I had gay tendencies. The truth became evident to my bosses when I was arrested in an incident involving no one but myself. Charges were dropped, but so was my job. Since then, I've had just one free-lance job. I have an analyst who will tell you I'm sane and I also have a Midwest reference who will tell you I can be trusted around teenage boys. I need a desk job so I can save money for a car. Then, I can also show you what a fine reporter I am. Right now, I need a boss who believes in the "second chance." I live in San Francisco, but I will go anywhere. Box 32280, Editor & Publisher.

REPORTER with 4½ years experience on a treadmill at a Midwest daily and needs a change. Seeking government/political reporting slot. Also interested in editorial writing, some experience. J-school grad. Box 32305, Editor & Publisher.

YOUNG SPORTSWRITER with 3 years experience with college and high school paper. BA in journalism, seeking entry level position with daily in Zones 2, 1, 5, 3, 4. Experience and knowledge in many sports. Box 32301, Editor & Publisher.

AWARD-WINNING sportswriter for 20,000 daily, VDT experience, seeks position on sports staff of 50,000-plus daily near Philadelphia, New York or Baltimore. Box 32293, Editor & Publisher.

REPORTER with a difference, specialty photo/Interviews New England area, seeks stringer assignments in Zone 1. Box 32271, Editor & Publisher.

SPORTS WRITER with 10 years daily experience wants work in Zone 1. Experienced on local sports, features, all desk work and VDT. Box 32270, Editor & Publisher.

SPORTS WRITER/EDITOR with extensive college background seeks entry-level position in June, 1980. Prefers Indiana or Zone 5 daily. Contact Box 32264, Editor & Publisher.

EDITORIAL

AWARD-WINNING reporter with 30,000 circulation AM looking for city hall or courthouse beat on larger paper. Will consider other beats compatible with my 5 years professional experience. Box 32087, Editor & Publisher.

COLUMNIST—Loves people, their hopes, joys, annoyances. Beautiful touch. Box 32202, Editor & Publisher.

SCIENCE EDITOR seeks job in Midwest. Medicine, chemistry specialist. Daily newspaper, wire service, magazine, book, experience. Now senior level in industry. Box 32194, Editor & Publisher.

I'VE PAID MY DUES at small newspapers. Talented, versatile reporter with 2½ years experience seeks reporting or entry level editing job at mid-size or metro paper. Prefer Zone 2. Box 32192, Editor & Publisher.

COPY EDITOR who wants more of a challenge seeks a supervisory position on a medium-sized daily newspaper. 10 years solid newspaper background plus year of administrative experience. Prefer Zone 1 but will consider all offers. Box 32190, Editor & Publisher.

WRITER/EDITOR, 32, seeks challenging magazine position. Former managing editor of weekly feature paper, freelance feature writer, book author. Wendy Graham, RD 3 Box 92AB, Great Barrington MA 01230.

EXPERIENCED reporter, now second-in-charge, seeks challenging newsroom leadership role. Will relocate. Now available. Box 32175, Editor & Publisher.

COPY EDITOR/WRITER with 5 years experience seeks position in Houston. Strong in grammar, rewriting. Much newspaper layout experience. Photography experience. Interested in magazine, newspaper, or other publication. Age 29. Call collect (806) 779-2087.

YOUNG (27) yet experienced (3 years) versatile reporter (city hall, entertainment, education, sports) seeks position on paper with integrity. Box 32139, Editor & Publisher.

EDITOR of proven ability, leadership in compromised situation. Seeks to re-locate in challenging position with quality and integrity-oriented paper. Top references. Box 32071, Editor & Publisher.

OUTDOOR EDITOR and reporter of environmental issues for small daily looking for position on medium or large daily. Environmental studies degree, 4 years newspaper experience, experience in photography, layout, VDT. Box 32341, Editor & Publisher.

CITY EDITOR at 18,000 dailies seeks desk job at larger daily. Seven years experience in journalism. Skilled in layout, headline writing, copy editing. Extensive writing experience. Ed Issa, PO Box 1434, Greenville MS 38701.

EDITORIAL

EXPERIENCED reporter wants position on a daily newspaper. My experience includes work on two papers: one covering a state capital, the other as a general assignment reporter. (513) 721-2700, Tom Holden, 2469 Madison Rd, Cincinnati OH 45208.

REPORTER—Honors graduate of Williams College and Oxford University (two-year fellowship), now in half-reporting, half-clerical job with major metro, seeks reporting slot on medium or large daily. Box 32255, Editor & Publisher.

FREELANCE

EXPERIENCED staff tennis writer for large New York metropolitan paper plans on being at Wimbledon. Am available for freelance work. Daily stories, features, magazine work. Reasonable rate. Resume and clips on request. Box 32185, Editor & Publisher.

PHOTOJOURNALISM

WILLING AND ABLE—Photojournalism grad and L.A. Times intern, seeks a position on a photo-conscious newspaper. Contact David Meissner, 8391 Lake Ashwood Ave, San Diego CA 92119. (714) 469-7781.

DIVERSIFIED PHOTOGRAPHER, age 28, seeks more than just a paycheck. Freelance photojournalist (national/international) for 7 years. Now in temporary position at Los Angeles Times, looking for Career position with wide potential. Excellent references, clips. Geoff Payne, 620 The Village #116, Redondo Beach CA 90277. (213) 379-8078 or (213) 923-9711.

PHOTOJOURNALIST—Experience with medium daily. Hard working and ambitious. Anxious to relocate. Recommendations upon request. (702) 739-9255.

PRODUCTION

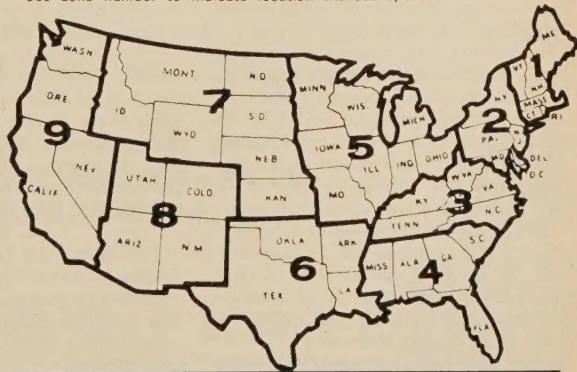
PRESSROOM FOREMAN: Proven ability with strong leadership qualities. Highly skilled in all phases of offset newspaper production (Multi-unit Goss Metro and Urbanite operation). Young, energetic, hard-working, honest, quality-conscious, innovative and very strong on preventative press maintenance. Seeking challenging position as pressroom foreman or press superintendent. Box 32057, Editor & Publisher.

PUBLIC INFORMATION

CREATIVE, EXPERIENCED, personable and . . . bored! Female, 30, with 7 years experience in sports writing/pro sports magazine editing, photography, design/institutional PR seeks challenge in sports information field. Willing to relocate for job offering hard work and creative outlet. Top references. Box 32344, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

The mountain labored . . .

and brought forth a mouse.

So far, that's about all that can be said about the highly-touted report of the MacBride Commission to UNESCO.

Speeches have been made about what it will contain. Even Chairman MacBride has done that. Numerous articles have been published here and elsewhere about the anticipated report.

Now, 37 pages of conclusions and recommendations have been released (E&P, Feb. 2, page 13) and the full text is supposed to be released by UNESCO in Paris some time this Spring.

Apparently, the report has been written and re-written. It has turned into a monumental global boondoggle. If the text is not now ready, and cannot be released—it can mean only that the whole thing is being re-written by the UNESCO secretariat in Paris.

The suggestion has been made many times that the report is the creature of Marxist-oriented personnel at the secretariat. MacBride addressed the Inter American Press Association in Toronto last Fall and he did not respond with an emphatic denial when asked about it at that time.

We do not mean to belittle the challenge of the report. It will be debated at the UNESCO meeting in Belgrade in September. In the meantime there will be regional meetings in Dakar in March, Paris in April, Cameroon in July and Caracas in August. We suspect the report will be discussed at all of them.

The danger is that the negative aspects of the report will be used by the governments of developing nations as a reason, or an excuse, to limit the exercise of press freedom in their countries. The world does not need more restraints on freedom, now or ever.

E&P's story last week noted some of the negative aspects of the report as it now stands. It should be added that one of the positives is that the proposal for licensing of journalists is rejected in the report because it would require stipulation by some authority as to who is eligible and on what basis.

Unfortunately, some countries in Latin America have already taken the road to licensing journalists that was shown to them at previous UNESCO sessions in that area. We do not have any confidence that the omission of that proposal from the current version of the MacBride report will stand very long.

It is a safe bet that in future UNESCO sessions the proposal will be restored.

In the last three and a half years there have been 15 meetings in 12 cities at which proposals for restricting press freedom have been discussed.

E&P has suggested that if Soviet-

oriented elements in UNESCO do not succeed in writing a document restricting press freedom on an international basis they will just keep trying and those meetings will go on, and on, and on. . . .

Seattle Times follows trend to 'all day'

The *Seattle Times* published its new morning edition, the *AM Times*, this week. 40,000 free newspapers are distributed each day from 7 to 9 a.m., Monday through Friday by a special cadre of "newsboys" and "newgirls." "hawking" free samples of the newspaper on every major street corner in metropolitan Seattle.

John A. Blethen, publisher, said the new morning edition is a "logical step in our long-range plan to provide a better product for our readers and advertisers."

The *Times* becomes the newest all-day newspaper, following the *Detroit News*, *Houston Chronicle*, *Dallas Times-Herald*, *Philadelphia Bulletin* and *Washington Star*.

The *AM Times* follows the introduction of several other very successful new editions of the newspaper: North, East and South suburban editions, the morning Saturday *Times* and morning editions on all holidays.

No change is planned for home-delivered subscribers inside the metropolitan area. There are no home deliveries of the *AM Times* in the metropolitan area, but newsstand copies are available.

The free distribution of the new edition will last for five days. A substantial advertising campaign also is planned.

"It had become increasingly difficult to deliver a quality afternoon newspaper to subscribers in some outlying areas on a timely basis," Blethen said.

All subscribers affected have been notified of the change. And to promote the changed delivery time and encourage subscribers to give the new product a chance, a 90-day guarantee was offered. Full subscription costs are refunded at the end of that period if subscribers are not satisfied with the new *AM Times*.

* * *

The *Mesa* (Ariz.) *Tribune*, will be converting to *AM* on February 4.

Since Cox purchased the property two and a half years ago, the *Tribune* has gone from a 6-day operation to seven days a week.

Editors cancel exchange idea with Soviets

A committee of the American Society of Newspaper Editors has broken negotiations for a proposed exchange of American and Russian journalists because of diplomatic tension between the United States and Soviet Union.

Tina S. Hills, chairman of ASNE's International Communication Committee, announced the break in a letter (January 30) to Georgi Isachenko, information counselor at the Soviet Embassy in Washington.

The decision was made "in view of the strain placed on relations between our two countries by the Soviet invasion of Afghanistan," the letter said.

"We see no point, therefore, in continuing our discussions until the atmosphere has improved," the letter said.

Negotiations began in April and were being handled by Creed Black, chairman and publisher of the Lexington (Ky.) *Herald-Leader* Co. and a member of the ASNE board of directors.

The proposal was for a "working delegation" of six or eight newspaper editors to visit the Soviet Union in May, with a comparable Soviet delegation visiting the United States in September, Black said.

Isachenko was contacted by E&P on February 5. He said he would not comment on the letter since he had not received it.

Mistrial declared in corruption trial

A New York City judge declared a mistrial last week in a major waterfront corruption trial because several jurors had read a story in the *New York Times* the day before, which reported that two of the defendants were reputedly members of organized crime.

A marshal told Judge Leonard B. Sand that he had failed to notice the article in the *Times*, that he had permitted the jury to receive the paper, and that he had later heard some jurors discussing the article. Judge Sand granted a mistrial after defense lawyers argued that the jury had been "incurably prejudiced."

John A. Park, Jr.
& Associates

Expertise in Handling

**Media
Ownership Changes**

(919) 782-3131
BOX 17127 RALEIGH, N.C. 27619

BACK-UP YOUR FRONT PAGE (AND ALL YOUR PAGES)

WITH **Front Page**® PLATES

THE PLATES WITH "BACK-UP POWER"

Throughout the industry, plants of all sizes, from smallest to largest, are discovering the Western FRONT PAGE plate.

Anodized, brushed grained, and especially designed for the newspaper industry, FRONT PAGE offers trouble-free performance and complete dependability — provides easy make-up, fast roll-up, a hard, abrasion-resistant surface — and something, more — "BACK-UP POWER."



When you need him, a Western Technical Representative is always available.

"BACK-UP POWER" is many things, and Western Litho Plate is the company that offers it. "BACK-UP POWER" is 26 Western Technical Representatives ready to serve you personally and assist you in solving technical problems. "BACK-UP POWER" is 130 Dealers strategically located throughout the nation, ready to supply you with all your plateroom needs. "BACK-UP POWER" is a complete line of plateroom products specially designed for the newspaper industry — everything you need in plates, chemistry and plateroom machinery. And most important — we offer experienced people — years of experience in the newspaper industry.

That's right — when you use Western FRONT PAGE plates, you have "BACK-UP POWER" — real flesh and blood people to serve you at your plant with the technology and products you need.

So BACK-UP your front page with FRONT PAGE plates and see the difference in your sports page, your comics, your classifieds . . . ALL your pages.

We look forward to being of service to you. If you would like a Western Technical Representative to call, just phone our toll free number 800-325-3310.

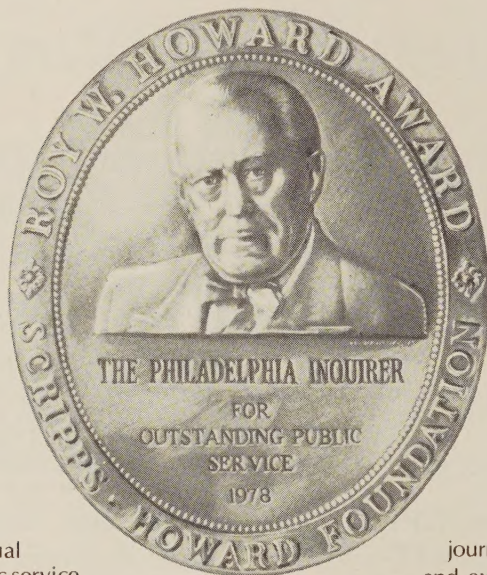
western LITHO PLATE

3433 TREE COURT INDUSTRIAL BLVD., ST. LOUIS, MO. 63122 • PHONE TOLL FREE 800-325-3310

NEWSMASTER IS A FULL LINE OF PRODUCTS ESPECIALLY DESIGNED FOR THE NEWSPAPER INDUSTRY — PLATES — CHEMISTRY — PLATEROOM MACHINERY



We want your best in public service. Roy W. Howard Awards deadline is March 1



There is still time to enter the annual Roy W. Howard Awards for public service by newspapers. The postmark deadline is March 1.

Sponsored by The Scripps-Howard Foundation, a bronze plaque will be awarded to that newspaper judged to have been most outstanding in its public service efforts in 1979 when material submitted must have been published. The plaque will be accompanied by a cash grant of \$2,500, to be distributed to those individuals on the paper who, in the opinion of the editor, contributed most to the endeavor.

A runnerup prize of \$1,000, and a certificate, will also be awarded.

No entry blank is required. Include with your entry a nominating letter from someone who had nothing to do with the effort, plus a brief history of the work. State the problem, tell how it was uncovered, and explain the

journalistic expertise used in studying and exposing the problem.

Entries should be mounted in some fashion, and all entries become property of The Scripps-Howard Foundation. They should be sent to Roy W. Howard Awards, The Scripps-Howard Foundation, 200 Park Avenue, New York, N.Y. 10017.

The Howard Awards are named for the longtime editor and president of the New York World-Telegram and The Sun, and president of Scripps-Howard Newspapers and United Press. Their purpose is to encourage and reward exemplary public service by newspapers, as well as television and radio stations. The broadcast deadline was February 1.

Top winner of the 1978 Howard Awards, newspaper division, was The Philadelphia Inquirer; in the broadcast division, WBBM-TV, Chicago.

Scripps-Howard Foundation

200 PARK AVENUE, NEW YORK, N.Y. 10017



The Scripps-Howard Foundation has one contest deadline still upcoming in February. It is the Edward J. Meeman Awards for conservation reporting by newspapers. Entries postmarked by February 15 will be accepted. Prizes totaling \$8,500 will be awarded. There will be one grand prize of \$2,500

and plaque, with the remaining \$6,000 to be divided into two categories, one for reporters on papers with more than 100,000 circulation, and the other to reporters on papers with less than 100,000. Two prizes in each category, one of \$2,000 and another of \$1,000.